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**A CANONICAL SEQUENTIAL AGGREGATION
MEDIA MODEL**

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**A CANONICAL SEQUENTIAL AGGREGATION
MEDIA MODEL**

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A CANONICAL SEQUENTIAL AGGREGATION MEDIA MODEL

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Estimating the number of individuals who may see or hear an advertisement and the number of times these individuals will be exposed to the advertisement is a foundation of advertising management. A reach and frequency exposure estimation model is one method that provides this information, which is fundamental to effective media decision making. The main purpose of this study is to explore a new sequential aggregation media exposure model that resolves some inherent limitations and improves accuracy of available non-proprietary media models. Moreover, to reconcile some issues raised in advertising exposure models, this study develops and examines variations of newly developed sequential aggregation models by a range of criteria and ways of aggregation.

To accomplish this purpose, first, seven previously developed exposure distribution models—the Binomial Distribution (BIN), the Beta Binomial Distribution (BBD), the Hofmans Beta Binomial Distribution (HBBD), the

Dirichlet Multinomial Distribution (DMD), the Canonical Expansion Distribution (CANEX), the Conditional Beta Distribution (CBD), and the Morgensztern Sequential Aggregation Distribution (MSAD)—were compared against the newly developed model, the Canonical Sequential Aggregation (CSD). Then, eighteen CSD variations were developed to find out the effects of aggregation order in the sequential aggregation model utilizing the same canonical expansion reach formula but different aggregation orders by the size of audience variables and ways of aggregation. In total, twenty-six media exposure distribution models (eight main models plus eighteen CSD variations) were evaluated against U.S. Web audience behaviors based on 560 tabulated random schedules from 2003 *comScore* data.

CANEX, CBD, and CSD media models were the most accurate both in reach and exposure distribution estimations. Among them, the CSD model was the most appropriate for using in practice since it accurately estimates reach and exposure distributions without generating negative exposure in a short time. The investigation of order of aggregation resolves the ‘declining reach’ issue, which influences the generation of reach and exposure distribution estimations: the ‘backward’ way of aggregation prevents the declining reach in CSD models. From a practical perspective, however, this study discourages the argument of Chandon (1976) and Lee (1988) that the order of aggregation is an important factor influencing the accuracy in estimation of sequential aggregation models.

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Chapter 1

Introduction

1.1 Media Exposure Model in Advertising Planning

Advertisers in the United States in 2004 spent 263.7 billion dollars, which constituted 2.27% of the total U.S. GDP (Gross Domestic Product) (Coen 2004). Most of that money was the primary source of revenue for these companies for their advertising media such as television, radio, newspaper, magazine and the Internet. Advertisers spend this much on those media with the inherent assumption that the advertising message would reach their target audiences at the right time. Since the failure to reach the target audiences indicates a huge waste of money, how the messages get to the target audiences is the main concern of those planning advertising campaigns.

In general, planning advertising campaigns involves the following steps:

- (1) The objectives of the campaign will be set based on its budget limit.
- (2) Creative and media planning will occur.
- (3) The campaign will be evaluated and altered if needed.

Throughout these processes, the creative execution and media placement will mainly decide the overall campaign effects. Needless to say, the 'best' creative execution placed in the 'most appropriate' media channel will generate the 'biggest' effect. But if the 'best' creative execution is placed in the 'least

appropriate' media channel, the final advertising effect will not be large. Even if a 'bad' creative execution is placed in the 'appropriate' media channel, the final advertising effect will not be large. Therefore, the construction of the advertising creative and the placement of this creative are the two major concerns when studying advertising effectiveness. While the creation of the advertising creative is an important area of study, this study will only focus on the latter area, media planning.

Within the media planning process, many tasks need to be successfully accomplished. Selecting the right media for message and the proper time and/or space within this medium to display this message are the main tasks. Instead of covering the whole range of problems involved in selecting the right media, or the time and/or space concerns, this study will concentrate on the fundamental part of media planning modeling which attempts to predict how many people will be exposed how many times to the given advertising media schedule carrying the advertising message. This task is indeed essential since further planning decisions will depend on a correct assessment of the size and characteristics of the audience reached by given media schedules. Without media exposure information, it is impossible to properly locate the target consumers, to create an appropriate copy theme, to estimate the message exposure, and to decide the proper media mix, the proper timing and the amounts to be spent. Also, without knowing the frequency

of the exposure produced by an advertising schedule, the effect of repetition on consumers' awareness, attitudes and purchases cannot be properly evaluated.

Both practitioners and academicians in the advertising area want to investigate the process of advertising effectiveness and seek the answer to "how does advertising work on consumers?" Predictably, the effect of advertising starts with exposure to advertising messages. Without examining advertising message exposure on the target audiences, people cannot explore advertising effects. Therefore, examining advertising exposure is the starting point in studying its effectiveness. Consequently, most advertising theories or perspectives begin with advertising exposure. And all the advertising-related studies have the inherent assumption that the advertising message reaches the target audience effectively. Therefore, an accurate estimation of the target market exposed to the message is fundamental in considering the further effectiveness and efficiency of an advertising campaign.

In short, the exposure of the advertising message to the target audience is the fundamental area to be studied. Moreover, most advertising budgets are used to buy media time or space for advertising messages that will be exposed to the target audiences. However, the media function studies in the academic area are not getting full attention these days. After many media function studies in the 1960s and 1970s, there have been few publicized academic research studies on media functions in major advertising and marketing journals. The difficulty of

obtaining the raw data and the complexity of the mathematical analysis might prevent these studies from being publicized. Furthermore, advertising industry media studies are often not shared with academia.

Nonetheless, more complex media environments as well as the emphasis of the efficiency of the advertising budget require rigorous studies. The reach and frequency distribution models help estimate potential audiences and the repeated exposure of a given media schedule. In other words, the media exposure estimation model gives the break-up of reach to each frequency level. However, this information is not directly obtained from any audience survey data since the number of possible schedules is virtually unlimited. It is clear that the media exposure distribution estimation models have been an important element in media planning by serving as the essential building blocks for advertising decision making.

1.2 Purpose of the Study

The purpose of this study is to contribute to the field of advertising media audience estimation by investigating several previously developed advertising media models and adding to them. By adopting the sequential aggregation method in developing a new media exposure model, this study hopes to enrich and widen the scope of media models. Specifically, this study introduces the new media exposure model by combining previously well-performed reach formula with

various orders of sequential aggregation method. Throughout the sequential aggregation model development processes, this study will overcome issues raised by existing models with accurate estimation performance.

This study also hopes to investigate some unsolved mysteries of media exposure models: the problems of ‘declining reach’ and ‘aggregation order mystery’ in sequential aggregation models. Both phenomena are well documented by research studies (Chandon 1976; Leckenby and Rice 1986; Leckenby and Hsu 1987; Lee 1988) but there is not any comprehensible explanation for these happenings, until now. This study does not attempt to separate these two phenomena since Leckenby and Rice (1986) and Leckenby and Hsu (1987) provided some evidence of a relationship between declining reach and vehicle duplications, and Lee (1988) presented some associations between declining reach and aggregation criterion. Leckenby and Hsu’ study (1987) explored the declining reach problems in some popular BBD-based models but could “reduce but not eliminate” that problem by introducing a different reach estimation method and sequential aggregation technique, Morgensztern Sequential Aggregation Distribution (MSAD). MSAD showed 9.0% of the 1,757 tested schedules showed the declining reach problem while BBD showed 15.8% of the schedules experienced declining reach problems. Additionally, Lee’s study (1988) successfully investigated the criteria of the determinant of the aggregation order but did not clearly acknowledge the reason why the same reach formula makes

different error estimates. Instead, he stated that “because the reach figure calculated at the final step of sequential aggregation should theoretically be the same regardless of aggregation order used, it is speculated that difference in reach figures is due to the random reach used when ‘declining reach’ occurs” (p.216). He suspected some associations of the declining reach problem in sequential aggregation.

Investigating declining reach phenomenon necessarily requires testing various types of aggregation models. Tests include Lee’s study (1988), which examined the various determinant criteria for aggregation order and the direction of aggregation since all previous sequential aggregation models had “only” one way of aggregation direction.

Thus, this study has two main purposes:

- (1) This study develops a new media exposure model by combining one of the most accurate reach estimation formulas and the sequential aggregation method and,
- (2) This study examines various criteria and methods to find out how sequential aggregation models operate and to investigate the declining reach problem, which exists in some well-known exposure models.

An additional purpose of this study is to apply existing media models to estimating audience exposure to the Internet. The current media environment demands more focus on the exposure model for the Internet, given the fact that

most previously developed exposure distribution models focused only on the traditional media and no exposure distribution model for the Internet has been publicly reported. Leckenby and Hong (1998) first applied those exposure distribution models of the traditional media to the Internet just a few years ago. So this study will again verify the applicability of existing media models to the new Internet environment. Therefore, this study will develop and compare new advertising media exposure distribution models for the Internet with the existing models in terms of the accuracy in predicting the reach and exposure distribution.

In sum, the major goal of developing a new model is to increase the accuracy of prediction for the Internet audience. Secondly, new models will be developed and tested to alleviate the inherent problems in existing models, i.e., the declining reach phenomenon and the negative frequency distribution. Thirdly, the best determinant of aggregation order will be tested in sequential aggregation models. Also, a new model will be developed for practical use in terms of time.

1.3 Organization of the Study

This study begins by reviewing the main concepts and terms related not only to reach and frequency exposure estimation but also to the overall process of media planning. This is necessary to understand the background and basis for this study.

Chapter three reviews literature in developing reach and frequency estimation models. Specific models, important or relevant to this study, are examined in terms of their theoretical assumptions and mathematical specifications.

In chapter four, a new model development process with numerical examples and the research design for this study are described. Chapter five discusses each model to be tested in this study and describes procedures for sampling the test schedules and tabulating the observed data. In addition, criteria for assessing the model performances are presented.

The first part of chapter six reports the results of the empirical tests comparing seven existing models with the newly developed model. All tested models are compared with each other by magnitude of the adopted error calculations. The second part of chapter six discusses the performance of the new media exposure model and its variations. Various analyses and criteria are adapted to find the best performing model. Also, the declining reach issue is investigated and discussed.

Finally, chapter seven summarizes the study, and discusses the implications of the findings and the limitations of this study. It concludes with some suggestions for further research directions.

Chapter 2

Measurement and Evaluation for Media Planning

This chapter briefly discusses the basic concepts and issues of advertising media exposure models in media planning. As Sissors and Baron (2002) pointed out, one problem throughout the advertising industry is the inconsistent use of terminology. The same term can be used differently for different media. Therefore, it is necessary to discuss the concepts closely related to reach and frequency exposure estimation.

2.1 Basic Components in Media Planning

2.1.1 Audience in Media Planning

Since *Life* magazine discovered that circulation figures per se were unable to capture their real audience (Politz 1967), there have been many services to measure audience size in terms of exposure to the vehicle, that is, readership for printed media and viewership or listenership for broadcast media.

Magazine coverage is considered to be equivalent to the size of the audience exposed to the magazine at least once. Magazine readership data are provided by syndicated companies such as *Simmons Market Research Bureau* (SMRB), *Mediamark Research Inc.* (MRI), and *Starch*.

The terms designating the size of the audience as exposed to a specific broadcast program include “share of audience” and “rating”. For television programs, rating is the proportion of households viewing a particular program to the total homes with televisions. Share of audience is the percentage of households tuned in to a specific program based only on those homes that had their sets turned on, rather than being based on all households with televisions (Webster and Lichty 1991). *A.C. Nielsen* provides a variety of ratings information, which covers local market information (Nielsen Station Index) as well as national services (Nielsen Television Index). *Arbitron Ratings Company* provides television and radio audience estimates but it withdrew its television services in 1994.

A service provider such as *comScore* or *Nielsen NetRatings* define the Internet audience as the estimated number of different individuals that visited a website, a category, a channel, or an application during the reporting period.

-- Average Issue Audience

The average-issue audience of a media vehicle is also called the single-insertion audience or, simply, average audience. For a print vehicle, it is defined as the total number or proportion of people exposed to the “average” issue of a publication. The average audience of a magazine is defined by SMRB as the average audience of two specific issues (SMRB 1984). The SMRB formula for

the average-issue audience R_I consists of averaging the number of readers of issues at phase 1 with those of issues at phase 2.

$$R_I = (\text{readers on both phase 1 and 2}) \\ + (\text{readers on phase 1 only} + \text{readers on phase 2 only}) / 2$$

or

$$R_I = (\text{all readers on phase 1} + \text{all readers on phase 2}) / 2$$

Since this method estimates the average issue audience through readership studies using samples, it is open to many issues of reliability and validity. For instance, the size of the average audience depends on the number of issues and the length of the time period studied. It may be true that the larger the number of issues measured, the more valid the “average” statistic will be (and the higher the cost involved).

In broadcast media, average rating is a minute-by-minute average of the audience attending to an average minute during the show. The Internet measures the average audience on a day-base. For example, the definition of average daily visitors by *comScore* is the estimated average number of individuals visiting a website, category, channel, or application per day.

-- The Accumulated Audience

Audience accumulation denotes the build-up of the total audience over time. In magazines, the audience accumulates when advertising is placed in successive issues of the same magazine and/or when it is inserted in the same month's issue of different magazines (Sissors and Baron 2002). In the context of reach/frequency estimation for magazine schedules, the first type of accumulated audience is termed "two-issue accumulative audience" and the second is called "net-pairwise audience."

SMRB (1984) defines the two-issue accumulative audience as the number or proportion of persons included in the audience of a first and/or a second average issue audience, that is, the number of different persons who are reached by two issues (phases) of the publication. Accumulative audience may be measured for any number of issues of a publication. In general, measuring more issues will provide more information on the audience accumulation patterns for an individual vehicle. However, as in the case of average-issue audience, measuring more issues costs more money. No syndicated service measures more than two issues (phases) for any magazine, although up to ten "issues" (in this case, programs or sites) may be measured for daily broadcasting or Internet vehicles. The two-issue accumulative audience is the converse of within-vehicle duplication. If one of the two is known, the other can be derived in conjunction with the average-issue audience of the vehicle(s) involved.

The net pairwise audience, also called the net unduplicated audience, refers to the number or proportion of different individuals exposed at least once to one issue of each of a pair of vehicles included in a schedule. SMRB defines net pairwise audience of the first and/or the second publication (SMRB 1984). More specifically, a person is counted in the net pairwise audience of two vehicles if s/he saw or looked into magazine A, magazine B, or both magazines, A and B. The net pairwise audience, which is the converse of between duplication, is not provided for television by any syndicated data source (Rice 1985). This is because the number of possible pairs of different television programs increases exponentially with the number of programs considered. In the case of the Internet, it is possible to measure any pair of net pairwise duplication since current computer technology theoretically makes it possible to collect all possible users' behavior on the Web.

2.1.2 Vehicle Duplication

Duplication of the audience can occur partly because of reader or viewer loyalty to a specific vehicle or because of his or her specific interest in certain content among different vehicles. The former pattern represents within-duplication, that is, audience overlap among a series of issues of the same magazine or episodes of a television program or information on a Web site. The

latter form of audience duplication is between-duplication, that is, the overlap of audience between different magazines, television programs or Web sites.

In the context of reach/frequency estimation for magazine schedules, within-duplication is also called self-pair duplication. SMRB (1984) defines within-duplication as the number of people exposed to both of the two issues of the same vehicle, for example, January and February issues of *Reader's Digest*. Although ideally more than two issues should be measured, within-duplication, as published by SMRB, gives some indication of reader loyalty to a particular publication. A magazine with high within-vehicle duplication indicates higher reader loyalty with a potential for enhanced frequency of exposure to the vehicle or advertising message.

Between-vehicle duplication refers to the number of people exposed to both of the vehicles in the pair, for example, *Time* and *Newsweek*. SMRB (1984) defines it as the number or proportion of people who read or look into both vehicles in the pair. Within the SMRB research design, there are four patterns of between-vehicle duplication for each pair of different vehicles. Given two magazines, A and B, with two issues for each, four measures of between-vehicle duplication are possible: (1) the first issue of A with the first issue of B, (2) the first issue of A with the second issue of B, (3) the second issue of A with the first issue of B, and (4) the second issue of A with the second issue of B. SMRB uses the average of these four counts in estimating the net unduplicated audience of the

average issues of any two publications. Between-vehicle duplication figures provide an indication of the degree to which audiences of different sets of vehicles would overlap. Use of vehicle pairs with low between-duplication will lead to enhanced reach of an advertising schedule, while pairs with high between-duplication will likely increase the frequency of exposure to the schedule.

Syndicated audience information services usually measure audience overlap of up to two vehicles. This is tolerable since virtually all of the reach/frequency estimation models, including even more sophisticated multivariate models, assume that duplications of a higher order than two (triplication,..., up to n^{th} duplications) do not make a statistically significant contribution to the increased accuracy of reach/frequency model estimates. This non-significant influence of higher duplications has been suggested by some research studies (Boyd 1985; Danaher 1991a; 1992a). These studies have indicated that including the triplication or higher order triplication as inputs into the model formulation did not contribute significantly to the reduction of prediction error.

2.2 Audience Measurement

2.2.1 Methods of Audience Measurement

Measurement of audience (where that audience is exposed to a media vehicle) provides basic information for advertisers and media planners.

Estimating the exposure distribution of a media schedule requires at minimum the average single issue audience, which is provided by syndicated audience measurement services. At present, most of the exposure distribution models also use the audience accumulation and pairwise vehicle audience duplication information supplied by these measurement service firms. In other words, exposure distribution models are built to some extent on syndicated data sources, which are themselves estimates for the population audiences of vehicles based on sample data. Further, those audience data (being the observed data against which the estimated data are compared) serve as the sole basis for evaluation of the predictive accuracy of a model in empirical research on exposure distribution models. It is, then, important to discuss the methods of audience measurement used, since the accuracy of exposure distribution estimation (using as input audience duplication data yielded from the measures) depends in part on the accuracy, reliability, and validity of those data.

The magazine audience is measured primary through personal interviews. Two types of personal interview methods exist, and they differ by the kind of cognitive response used to classify a respondent as a “reader” as well as the procedure involved. These are the through-the-book method (or the issue method) and the recent-reading method (or the time method). MRI uses a modified recent-reading and SMRB employs the through-the-book method. To measure a broadcast audience, mechanical devices, such as a “people meter” are attached to

TVs or radios to record audiences' vehicle usage. However, this method provides information about the tuning pattern, but is not able to show individual viewing patterns. Usually, to overcome this problem, the "diary" method is combined. The diary method can provide additional information on the individual audience, but this method has problems due to its 'conditioning' of the audience and because of the difficulty in obtaining cooperation. In the case of the Internet, audience data providers use similar methods to broadcast. The recruited panel members agree to install some information gathering programs on their computers, which provide their whole Internet usage behaviors to the providers automatically.

2.2.2 Advertising vs. Media Vehicle Exposure

Audience figures for the same vehicle will vary depending on the way in which individuals are categorized as audience members, as well as on the definition of vehicle exposure (Boyd 1985). In exposure distribution models, the concept of "exposure" should be understood first. In this study, the concept of exposure means the physical opportunity to see or to hear advertisements, and this should be distinguished from the actual viewing or listening of the advertisement. Actual viewing or listening requires a minimum threshold level of voluntary action from the individual and involves the mechanisms of perception and attention. Exposure refers only to the existence of an opportunity for these mechanisms to enter into play. Whenever the physical requirements for

perception take place exist, there is an exposure. This study deals only with vehicle exposure, and the study of the advertising exposure concept is outside the realm of this research.

Exposure measurements are different for each medium. In magazines, for example, people exposed to a publication are counted if they say that they read the publication. But persons exposed to a television program are counted only if they consider themselves to be “watching” TV and press a button on a measuring device known as a people meter. Practically, exposure is a measurement of people who either say they are sure they have looked into or read a vehicle within a given period or identify themselves as having watched TV or listened to the radio when a specified program was being broadcast. In the case of the Internet, there have been two main approaches to measure the audience exposure: ‘site-centric’ and ‘user-centric’ approaches. The site-centric approach utilizes the logs, which measure how many times their sites have been “hit” by someone browsing the Internet. This approach is not well-liked with media planners since it does not provide unduplicated counts of individuals visiting the site, which are generally required for reach/frequency estimation. The user-centric approach uses Web panel members and it resembles a television people meter. This approach enables the company to collect various kinds of data from panel members’ software on their personal computers. However, as discussed in the television case, the visiting of Web sites is different from the advertisement exposure. Again, here,

media “exposure” estimation represents only an opportunity to see advertisements. However, it is necessary to be exposed to a vehicle before anyone can see an advertisement. Table 2.2.1.1 shows some ways that the media audience could be measured.

Table 2.2.1.1 Ways That Media Audiences Could Be Measured
(Sissors and Baron 2002, p. 47)

Media Measurement	What It Measures	What It Means
Vehicle exposure	Exposure to TV, print media, or Web site (not ads)	Open eyes facing a vehicle (or opportunities to see ads)
Advertising exposure	Number of ads exposed per issue, per TV program, or per Web site	A gross counting of total number of ads exposed in a vehicle
Advertising perception	Number of ads that the consumer remembers having seen in a vehicle	The smallest amount of communication remembered for ads in a vehicle
Advertising communication	The total amount of recalled material from ads in a vehicle	Feedback from ad message in vehicles
Response function: media effectiveness	The number of responses to specific advertising in a vehicle	The effects of advertising on consumers (responses such as sales, brand awareness, attitude change, and recall of messages)

2.3 Evaluation Criteria for Media Planning

A number of criteria may be used for the evaluation of alternative media schedule performances. While the specific criteria to be used may depend on the particular marketing situation, most media planners advocate a multiple criteria approach in media decision making (Kreshel, Lancaster, and Toomey 1985).

Some of the most widely used criteria are reach, frequency, Gross Rating Points (GRPs), Cost Per Thousand (CPM), and so on.

2.3.1 Reach and Frequency

The term “reach” refers to the total number of people who are exposed to at least one of the ads in the schedule, and the term “frequency” refers to the average number of times an individual was reached or exposed to the schedule. Thus, reach refers to “total penetration,” while frequency refers to the “depth of penetration.”

The reach (or unduplicated reach) of an advertising schedule is defined as the unduplicated proportion of a population that is exposed to the advertising message at least once during a designated time period (Barban, Cristol, and Kopec 1989). It is a form of audience accumulation in a given media schedule. There were many controversies about who can be counted as the audience, but media planners decided to compromise and to count one exposure to a vehicle as evidence of reach, since whether or not the ad was seen, there was a big difference between being exposed and not being exposed. Reach is concerned with message dispersion, indicating how widely the message will be received in a target universe rather than with repeat exposures. Therefore, reach may be a primary evaluation criterion of a media schedule for a case where a high level of awareness is deemed important.

The frequency of a media schedule is defined as the average number of times an individual in the target audience is exposed to the advertising schedule within a specified time period (Barban, Cristol, and Kopec 1989). Therefore, frequency is a measure of repetition, indicating to what extent audience members were exposed to the same vehicle or group of vehicles. Since frequency is an average rather than an absolute number, it is also subject to the characteristics of arithmetical mean. That is, frequency can distort the real distribution of repetition due to extreme scores.

2.3.2 Frequency (or Exposure) Distribution

The starting point of quantitative analysis in a media plan involves estimating a media schedule's reach and frequency. However, the reach and average frequency do not provide us enough information about audience exposure since that information might be distorted by the fact that many different patterns of media exposure could result in the same reach and average frequency. Therefore, obtaining information about the "distribution of the frequency of exposure" is necessary. The frequency distribution could give us the estimations of not only how many people were reached but also how many were reached with various levels of exposure (Cannon, Leckenby and Abernethy 2002). Therefore, the frequency distribution is the only way to guard against being deceived by an

average frequency because it shows whether some audience segments are getting disproportionately more frequency than others.

The frequency distribution of exposure specifies how many times (0, 1, 2, and so on up to the total number of insertions in the schedule) a certain number or proportion of people or households in the target market will see or hear the vehicle in which the advertisement will be placed (Leckenby and Weddings 1982). The number of opportunities to see or hear is equal to the number of vehicles in which an advertising insertion has been made summed up for the entire vehicle used. For example, in the case of two insertions in two vehicles, some individuals will be exposed to all of the 4 insertions, some to 3, 2, or 1 insertion(s) and some will not be exposed at all.

Additionally, as shown in Kim and Leckenby's study (2001), it is an ordinary procedure for media planners to employ one or more reach/frequency exposure distribution models in their decision-making in the development of media schedules. Currently, many proprietary and non-proprietary models are available for use by advertisers in estimating the proportion of the target audience that will be reached by media vehicles at each level of frequency of exposure. In practice, the estimated exposure distribution can provide the bases for the development of schedule distribution criteria such as cost per thousand (CPM) and "effective reach/frequency" to the target audience. In addition, the exposure

distribution often serves as the basic building block in comprehensive media selection models (Little and Lodish 1966; Aaker 1975).

2.3.3 Effective Frequency and Reach

The concept of ‘effective frequency’ is generally understood to be that frequency or range of frequencies at which the responses by target market consumers to a particular message in a particular media vehicle are at levels consistent with the objectives of the advertising program. ‘Effective reach,’ the term often discussed in the same context as effective frequency, refers to the percentage of the target audience reached at each effective level of advertising frequency, whereas effective frequency refers only to each effective level of advertising frequency (Sissors 1982).

Effective frequency has great appeal to many media planners because they believe that it provides insight into the question of optimal advertising frequency (Leckenby and Kishi 1982b; Kreshel, Lancaster, and Toomey 1985; Lancaster, Kreshel, and Harris 1986). According to Turk and Katz (1992), it has moved beyond the theoretical and experimental stages to being a standard concept in the media planners’ arsenal. However, an effective frequency may vary from one repetition to as many as ten or more. Some planners, at first, thought the optimum effective frequency was three repetitions or more. This was called the “three-plus” concept (Krugman 1972). Later, however, there was much agreement that the

optimum effective frequency number could be as low as one or as many as nine or more, or that the number could even a range, such as a frequency level from two to seven. To date, this question has not been clearly resolved, and more research on response functions may be needed to settle the argument (Sissors and Baron 2002). Since the effective reach is derived from the effective frequency, if the effective frequency is believed to be from two to seven repetitions, then the effective reach is the sum of individual reach percentages for each frequency level.

2.3.4 Gross Rating Points (GRPs)

Gross Rating Points (GRPs) are the sum of the ratings delivered by a given list of media vehicles and are expressed as a percent. GRP is also termed gross audience or duplicated audience since it offers a description of total audience delivery without regard to duplication or repeat exposure to the media vehicles. The GRP of a schedule is obtained by multiplying the reach and average frequency figures ($GRP = \text{Reach} \times \text{Average Frequency}$). Calculating the GRPs for each of the alternative media schedules is a fundamental step in media planning. This criterion however, is a crude device on its own since the concept does not account for audience duplication among different issues of each vehicle, or between different vehicles. The GRP figure would be misleading to the extent that audience is duplicated within each vehicle and between vehicles. Furthermore, the

information on the GRPs obtained by individual schedules would not help the media planner if he or she wants to find the schedule that provides maximum coverage of the target audience which is exposed at least three times. Thus, this criterion is considered merely a starting point in developing a media plan and used along with other criteria.

2.3.5 Cost Per Thousand (CPM) and Cost Per Rating Point (CPP)

The media planner always faces a budget constraint for a particular advertising campaign. To find out what the advertiser is getting for the money spent, alternative media plans must be evaluated on some type of standardized cost basis. The CPM is the cost to deliver a message to 1,000 people or homes and is calculated by dividing the media cost by the audience delivery and multiplying the quotient by 1,000 (Sissors and Baron 2002).

$$\text{CPM} = \text{Cost of Advertisement} / \text{Number of Prospects Reached} * 1000$$

Since most advertising campaigns focus on a certain group within the audience, the cost efficiency of the schedule may be stated in terms of the desired target market (CPM/TM). And as shown above, the effective frequency concept suggests that certain exposure levels are more desirable than others. Along these lines then, CPM should be refined by considering only the audience belonging to the range within the effective frequency (CPM/EF). These concepts of CPM

provide an enhanced picture of schedule efficiency in terms of preferred targets and exposure levels (Leckenby and Wedding 1982).

The cost per rating point (CPP) is another concept for evaluating the cost efficiency of media vehicles. This term is mostly used for comparing alternative broadcast vehicles rather than print media. Both CPM and CPP are relative values of cost, but each relates the cost to a different measurement. While the CPM uses 1,000 as a base, the CPP uses the rating point of a program as a base. So CPM is a cost for any vehicle to reach 1,000 people and CPP is a cost for a program, in which a commercial is placed, to achieve one rating point.

Chapter 3

Literature Review of Advertising Media Models

This chapter reviews a description and mathematical specification for each of the important models of reach and frequency estimation. First, models are described according to their properties and the methods. Then, the exposure distribution models are reviewed and categorized to contextualize the models developed in this research. Finally, some of the issues raised by existing models are discussed.

3.1 Development of Advertising Media Exposure Models

The evolution of media exposure models starts with a simple question: how many audiences will look at a given medium? Neither the simple linear approach of the early 1960s nor the complicated multinomial approaches of the 1990s answered the above question clearly, and thus it is still an on-going question. Literature shows that the evolution of the media exposure models slowly helps remove absurd assumptions about the audience and vehicle. It also keeps pace with the development of computer technology in calculating better and faster estimates.

The director of a French advertising agency, J. M. Agostini, pioneered the effort to separate reach and frequency in advertising schedules in the early 1960s

(Agostini 1962). Agostini derived empirical formulas for removing duplication and replication from gross audience figures for magazine schedules, thus arriving at a precise estimate for the cumulative reach of such schedules. British media planners Caffyn and Sagovsky (1963) modified Agostini's method by comparing Sainbury's nomial method. This method applied the simplest probability distribution, the Binomial distribution, to estimate the reach of magazine vehicles. This approach assumes random duplication and, therefore, does not require pairwise duplication data as input. It also has been shown to be inaccurate in most circumstances.

The first application of a probability distribution to the media reach/frequency estimation problem was that raised by Hyett at the London School of Economics in 1958. The ideas suggested by Hyett for combining (compounding) the Binomial distribution with the Beta distribution (which allowed him to do away with the assumption of random duplication, in part) provided the first solid foundation for contemporary practice in reach/frequency estimation methods. The Beta Binomial distribution (BBD) has become, in one form or another, the most widely used method by advertising media planners (Leckenby and Ju 1989). Another British media planner at the London office of the Foote, Cone & Belding advertising agency developed, in 1964, the so-called "Metheringham Method" to estimate reach and frequency. Although Metheringham apparently did not understand this at that time, his method was

later shown to be identical to the BBD by Greene and Stock in 1967. Greene, a U.S. media researcher, extended the BBD in his Beta Matrix method in work underwritten by *Reader's Digest* magazine. This was some of the first significant work in this area in the United States. Prior to this time, almost all works had been conducted in France and the United Kingdom.

In practice, the most widely used approach to estimate reach and frequency is sequential aggregation. This approach, first publicly described by U.S. media company principals Liebman and Lee in 1974, first finds the reach/frequency for a pair of vehicles in the schedule. Then, another vehicle from the schedule is “added on” to the first two and the reach/frequency is re-estimated. This continues until all vehicles in the schedule are added on (Liebman and Lee 1974).

Most recent developments in this field relate to the application of known multivariate distributions to the media problem. Multivariate distributions differ from those described above (those are called univariate distributions—where all vehicles are represented by only one distribution) by essentially developing a univariate distribution for each vehicle and then combining these into a single distribution all at one point in time rather than sequentially. This preserves the unique nature of each vehicle rather than averaging them all into one “composite” or prototypical vehicle as univariate methods must do. For this reason, multivariate distribution methods have been shown to be generally more accurate

estimators of reach than have any of the other methods noted above (Leckenby and Ju 1989).

U.S. researchers Leckenby and Kishi developed the first multivariate exposure model in 1984 called the Dirichlet multinomial distribution. This model, however, could be applied in practice only to media schedules for which the vehicles all had the same number of insertions. The next significant development was that by the New Zealand researcher Danaher in 1991. His canonical expansion model proved to be quite accurate but very cumbersome to calculate. In addition, due to some approximation devices, negative probabilities were possible from his model (Danaher 1991a). The most recent development in multivariate models is that by Kim and Leckenby in the U.S. They developed the conditional Beta Binomial distribution in 1994. This canonical expansion-base model is a true multivariate model, which calculates quickly and with great accuracy. In a period of about fifty years, media reach and frequency models have become increasingly sophisticated and accurate.

3.2 Media Model Classification

The media exposure distribution models can be grouped, according to the properties and characteristics of their methods for producing reach and exposure distribution, into two categories: naïve and sophisticated. Actually, the naïve approach should not be called a full media exposure model, but its approach did

provide essential concepts and thoughts for the next generation of sophisticated researchers. Further, the sophisticated group can be divided into two more detailed sub-categories: ad hoc models and stochastic models. Historically and naturally, the development of media exposure distribution chronologically followed the above categorization order. After the advent of stochastic models, the media exposure models had a full shape of frequency distributions.

3.2.1 Naïve Media Exposure Models

The issue of how to treat accumulation and duplication was one of the earliest tasks for media model researchers. The earliest generation of media exposure models, which was mostly conducted for a magazine audience, did not properly take into account the accumulation or duplication concept. Rather, they simply equated insertion with exposure. This was fine so long as the schedule demanded only one insertion in one vehicle. However, as soon as two ad insertions are considered, whether they are placed in the same advertising vehicle or in two different vehicles, it is not true that the number of media exposures is equal to twice the average issue audience of the vehicle, or to the sum of the audiences of the two vehicles. This is because certain proportions of the audience are an audience of both issues and both vehicles. The assumption of equation of exposure with insertion is, of course, unrealistic and leads to an overestimation of the number of those exposed to the media schedules.

Kotler (1964) was one of the first people to pinpoint this, and he tried to fix the problems of accumulation and duplication. Soon after, Zangwill (1965) introduced how decision programming can be used to handle duplication problems. However, Zangwill also failed to consider the existence of triplications and higher order duplications. In the midst of the recognition of duplication and a higher order of duplications, one simple approach to duplication treatment was introduced: the random approach. The random approach simply assumes that accumulation and duplication happen at random. In other words, this approach supposes that the proportion of the audience of a second vehicle is the same as that of the first vehicle. Thus, according to this approach, the audiences of different vehicles, as well as the cumulative audiences of the same vehicle, are totally independent. So media exposure is but a random event. However, it is easy to understand why single vehicle audiences do not accumulate at random. One of the answers is audience loyalty. It is observable, with varying degrees of intensity, for TV shows, especially serials, soap operas and news. The same applies for radio stations, which build loyalties to their music format. Outdoor advertising is also subject to this phenomenon since commuters repeatedly use the same roadway. Similar findings could apply to audience duplication. The extensive duplication survey of Politz (1957) shows a large positive correlation between the audiences of vehicles catering to similar clusters of interests, and negative correlations between the audiences of vehicles addressing unrelated topics.

However, in spite of the extensive evidence pointing to the contrary, the random exposure approach is still important mainly due to its computational simplicity (Aaker 1968). On the other hand, these approaches do not constitute by themselves a true media exposure model, and their ebb was inevitable with the advent of more sophisticated media exposure approaches soon after.

3.2.2 Sophisticated Media Exposure Models

Two classes of media exposure models belong to this category: the ad hoc models and the stochastic models. These two approaches are called sophisticated since they do not assume that accumulation and duplication are either inexistent or random; rather they use data beyond the average issue audience to determine reading and viewing patterns. However, they differ in their handling of the data. The ad hoc models merely try to fit the available data for extrapolation purposes while the stochastic models try to cast the reading or viewing patterns into known probability distributions through simplifying assumptions (Chandon 1976).

After the discussions of each model, detailed model specifications follow.

3.2.2.1 Ad Hoc Accumulation/Duplication Models

A majority of the media models of the early 1960s belong to the ad hoc category and were either duplication (Agostini 1962; Kaatz 1963) or accumulation models (Engelman 1965). These models employ empirical curve-

fitting methods to estimate reach. Leckenby and Wedding (1982) described ad hoc models as those “with no particular rationale of ‘theory’ purported to underlie the method. The primary criterion that the developers of ad hoc models employ is estimation accuracy (p.516).” The weakness in ad hoc models is that, since they are based on empirical curve-fitting without theoretical basis, the performance of the models varies according to different situations. In addition, it should be noted that ad hoc models are only used for estimation of audience reach, and not for estimation of full exposure distributions.

One of the oldest and most famous ad hoc methods is Agostini’s method (1962). In Agostini’s accumulations model, constant “K” was obtained to fit estimated reach and observed reach using the empirical data. Audience accumulation is obtained from an empirically fitted equation, which involves single audience and duplication. Hofmans’ method (1966), which is considered an extension of Agostini’s method, is also included in this category. In Hofmans’ method, “K” is treated as a variable rather than a constant as in Agostini’s method.

3.2.2.2 Stochastic Media Exposure Models

Besides knowing how many different people are reached, as investigated by earlier scholars, it is equally important to know the frequency distribution of

the advertising exposures (Metheringham 1964). Thus, the media exposure distribution models begin with the application of stochastic models.

Stochastic models utilize known theoretical probability distributions to estimate the audience accumulation/duplication or exposure distribution. Stochastic models can be further classified into three sub-categories based on how they assume the audience and vehicle: unidimensional, multidimensional, and sequential aggregation media exposure models. While unidimensional models were developed under the simplified assumption that the vehicles in the schedule are homogeneous, multidimensional and aggregation models treat the vehicles and the audiences as heterogeneous.

3.2.2.2.1 Unidimensional Media Exposure Models

In unidimensional models, each individual is viewed as heterogeneous and has his or her own probability of being exposed to a vehicle. However, it is assumed that the probability of exposure to different vehicles is homogeneous. Because of this assumption of vehicle homogeneity, exposures to m vehicles are viewed as m insertions in one composite vehicle. They also disregard the difference between within- and between-duplications. Both types of duplications are averaged in the estimation process.

The oldest and simplest media exposure model is Binomial (BIN). This model assumes that both individuals and vehicles are homogeneous; every

individual in the population has the same probability of exposure to a given vehicle and the probability of exposure is the same for each vehicle. So, vehicle exposure constitutes a set of mutually independent events; exposure to one vehicle does not modify the probability of exposure to any other vehicle. In addition, it assumes duplications (within- and/or between-duplication) are random. Therefore, insertions in different vehicles can be viewed as multiple insertions in a single average composite vehicle.

Metheringham (1964) developed a method to estimate the frequency distribution of multiple insertions under the assumption that the readership of any issue is constant. This method was later found to be equivalent to the Beta Binomial distribution model (BBD), which was suggested by Greene and Stock (1967). The Beta Binomial distribution model incorporates the Beta distribution and the Binomial distribution into one model. The Beta distribution is used to estimate the probability that an individual will be exposed to any number of vehicles in the schedule, and the Binomial distribution is used to estimate the distribution of exposure. This Beta Binomial distribution model became one of the most widely used distribution models (Leckenby and Kishi 1982b) and forms the basis for several exposure distribution models developed later (Rust and Leone 1984) including the Beta Binomial distribution direct method (Leckenby and Kishi 1982a; Kishi 1983), the indirect method developed by Headen et al.

(1977; 1979), and the limited method utilizing means and zero's algorithm (Headen et al. 1976; Leckenby and Rice 1985; Rice and Leckenby 1985).

The Hofmans-Geometric Distribution (HGD) (Leckenby and Kishi 1982) also belongs to the category of unidimensional models. In this case, the geometric distribution averages the sum of between- and within-vehicles, and vehicle audience is averaged under the assumption of homogeneous vehicle (Kishi 1981).

3.2.2.2 Multidimensional Media Exposure Models

While unidimensional models (for example, BBD and HGD) assume vehicles are homogeneous and audiences are heterogeneous, multidimensional models assume that both the audiences and the vehicles are heterogeneous. Each individual is assumed to have his/her own probability of being exposed to a vehicle and each individual's exposure to a different vehicle is viewed as a multivariate process. Thus, these models treat exposures to different vehicles as multivariate or univariate multinomial processes. Also the parameter estimation processes incorporate separate assumptions about within- and between-vehicle duplication processes.

The compound Dirichlet Multinomial Distribution model (DMD) is one exemplar of multinomial models. DMD is the first true multivariate distribution to be applied fully to the media exposure distribution process without devices, which distorted the true multivariate process. In the DMD model, which was developed

by Leckenby and Kishi (1984), vehicles were assumed to be heterogeneous and the probability of exposure to each vehicle was preserved through the estimation process. Separate assumptions were also made for within- and between-vehicle duplication processes in the DMD. Within-vehicle duplication is assumed to follow a Beta-Binomial distribution while between-vehicle duplication is equivalent to the problem of estimating the probabilities of exposure to none, any one, any two, up to any m insertions in an m -vehicle, single insertion schedule. However, the drawback with this distribution was that, by nature of the mathematical specification underlying the distribution as formulated, it was applicable in exact form only to schedules which include an equal number of insertions or buys in each vehicle in the schedule, referred to as symmetric schedules.

Later, a New Zealand scholar, Danaher (1988a; 1989a; 1989b; 1991a; 1992a), developed a series of multidimensional models based on the DMD model. These are the log-linear (LOGLIN), approximate log-linear (APLOGLIN), and canonical expansion models (CANEX). Danaher claimed that LOGLIN was superior to the Dirichlet multinomial distribution model (DMD) and also more accurate than the Beta Binomial distribution (BBD) (Danaher 1988a). However, as Danaher recognized, a major drawback of LOGLIN is the fact that it requires a tremendous increase of computation time and memory space as schedule size increases. LOGLIN can hardly be run for more than six vehicles on a personal

computer because of the time and space used for producing all possible joint probabilities. This was a huge difficulty in practice. Fast computation time is an important factor in media planning, since media planning involves multiple comparisons of different schedules within time and budget constraints (Rust 1986). As a consequent step, Danaher modified his original LOGLIN model by estimating the multidimensional probabilities directly instead of using Deming and Stephan's (1940) iterated proportional fitting technique. The new model, APLOGLIN, sacrifices the accuracy that LOGLIN previously demonstrated in order to reduce cumbersome computational work. Danaher reports that the sacrifice of accuracy is tolerable since estimation errors for the APLOGLIN are not significantly different from those of LOGLIN (Danaher 1989b). Although Danaher insists that APLOGLIN is improved in terms of computational time, it is still very time consuming. This can be inferred since Danaher has pursued another time reduction method, the canonical expansion approach that was introduced by Lancaster (1969), to estimate the multinomial joint probabilities. Finally, he concluded that CANEX (which Danaher refers to as CANEXP) "is markedly faster in computation speed than the log linear models yet maintains comparable accuracy for small schedules while being more accurate for larger schedules (Danaher 1991, p.362)." So far, CANEX is considered the best non-proprietary model to estimate the magazine exposure distribution.

Later, Danaher's canonical expansion approach was applied by Leckenby and Kim and reported in Kim's study (1994) as an improvement on the traditional employment of the Beta Binomial Distribution. It is called the Conditional Beta Binomial distribution (CBD), and it is assumed that each vehicle's marginal distribution is Beta Binomial. Each individual in the population is characterized by a personal probability of exposure to a given vehicle. Also, the primary assumption of this model is that exposures by individuals to a given vehicle, on the condition they have previously been exposed to one insertion or no insertions in this vehicle, also follow a Beta Binomial. That is, the conditional distributions of exposure all follow a BBD. In addition, this model employs the Markov assumption, developed by Danaher (1992), to convolute the joint-exposure distribution, as estimated using the CANEX model (Danaher 1991), with each conditional distribution forming the final collapsed exposure distribution. Unlike the Danaher (1992) approach, this is a non-random convolution. This model also generates better or equivalent error estimation to CANEX in some schedules (Kim 1994; Kim and Leckenby 2000).

3.2.2.2.3 Sequential Aggregation Media Exposure Models

Aggregation exposure distribution models utilize the concept of aggregation. They were developed to protect the vehicle heterogeneity (Greene and Stock 1967) and also to overcome the "dimension explosion" problem of the

true multivariate exposure distribution model (Lee 1988). This approach estimates the reach of the first two vehicles to be aggregated or combined into one new pseudo vehicle, using any known reach formula. This “new” vehicle is then aggregated with a third to produce another new pseudo vehicle. This procedure is iterated until all vehicles are aggregated.

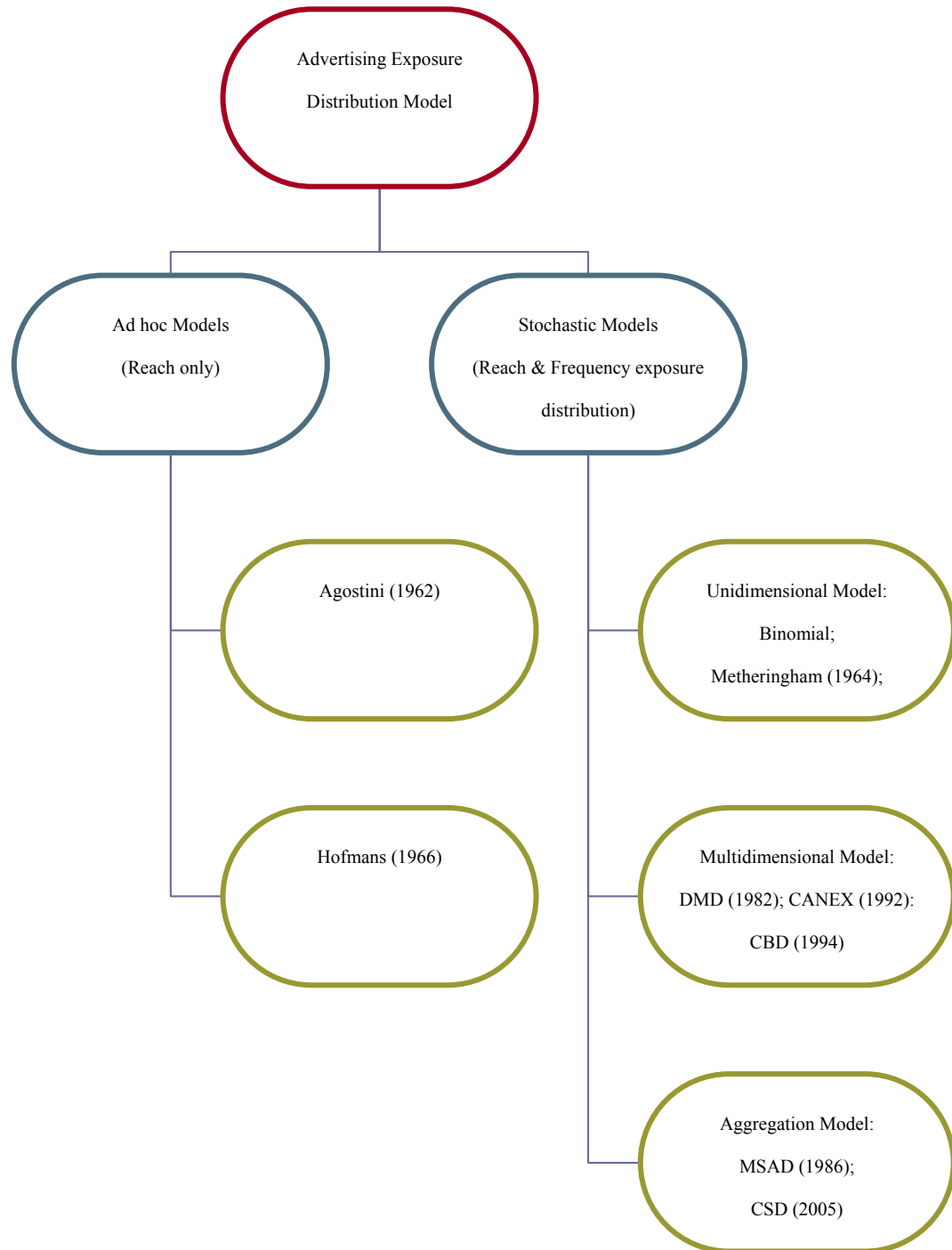
Leckenby and Rice (1986) and Leckenby and Hsu (1987) have developed one of the most popular aggregation models, a sequential aggregation model, called the “Morgensztern Sequential Aggregation model (MSAD),” to overcome the “declining reach” problem common in other popular media models. This model utilizes the Morgensztern reach formula, which is known to alleviate the “declining reach” problem by not indiscriminately averaging within- and between-duplications. Declining reach is thought to be caused by the indiscriminative average of within- and between-duplications across vehicles (Leckenby and Hsu 1987). In the MSAD model, each vehicle is extended using the Binomial distribution and the first two vehicles are combined into a new pseudo vehicle using the Morgensztern reach. The “new” vehicle is then added to the third vehicle using the same procedure. The extended exposure distribution of each vehicle is drawn-out using the Morgensztern formula. The aggregation model is also helpful in resolving issues of time in some multivariate models. As shown in Danaher’s studies, the primary problem in using multivariate probability

in exposure distribution models was the large number of joint probabilities to be estimated.

In addition, the order of aggregation in sequential aggregation model is extremely important since a different order will produce different results. Chandon (1976) pointed out and Lee (1988) extensively tested the MSAD model; both showed that certain aggregation criteria perform better on magazine schedules than others. A more detailed discussion of aggregation order will come later in this chapter.

In sum, Figure 3.2.1 shows the categorization tree of media exposure models.

Figure 3.2.1 Categorization of Audience Exposure Models



3.3. Model Specification

3.3.1. Ad hoc Accumulation/Duplication Models

Agostini derived empirical formulas for removing duplication and replication from gross audience figures for magazine schedules, thus arriving at a more precise estimate for the cumulative reach of such schedules (Agostini 1961; 1962).

The formula is expressed as follows:

$$R_m = \frac{(\sum_{i=1}^m A_i)^2}{\sum_{i=1}^m A_i + K \sum_{i=1}^m D_{ij}}$$

where;

R_m = cumulative reach of the schedule

A_i = average issue audience of vehicle i

K = an empirically derived constant, found to be 1.125

D_{ij} = pairwise duplication between vehicle i and j

m = number of vehicles in the schedule.

The basis of the Agostini technique is the observed relationship between the defined variable x and z . The variable x is defined as (sum of pairwise duplication, D) / (sum of individual audience, A); the variable z is defined as the coefficient between cumulative reach (R) and the sum of individual audience (A), which is a function of x . An equation of the form $z = 1 / (Kx + 1)$ was fitted to data from a 1957 French print readership survey with a resulting constant K of

1.125. Agostini tested his magic ‘ K ’ and found that it worked well for both French and U. S. magazines (Agostini 1961; 1962).

However, regarding the accuracy of Agostini’s formula, several researchers question the validity and reliability of the constant, K (e.g., Bower 1963; Caffyn and Sagovsky 1963; Metheringham 1964). Hofmans later modified Agostini’s formula for calculating the cumulative reach of a magazine schedule with only single insertion in each of m different vehicles. Instead of aggregating pairwise duplications and applying a constant K , Hofmans’ formula multiplies each individual duplication by an adapted variable to reflect the differing degree of overlap among different pairs of insertions. Hofmans observed K also varies with the total number of vehicles in the schedule (Hofmans 1966).

$$R_m = \frac{(\sum_{i=1}^m A_i)^2}{\sum_{i=1}^m A_i + \sum_{i=1}^m \sum_{j=1}^m K_{ij} D_{ij}}$$

where;

R_m = cumulative reach of the schedule

A_i = average issue audience of vehicle i

D_{ij} = pairwise duplication between vehicle i and j

m = number of vehicles in the schedule.

For convenience, the above case is often called a duplication model to distinguish it from the case of multiple insertions in a single vehicle, which is called the accumulation model.

In addition to the duplication formula, both Agostini and Hofmans developed additional formulas for calculating the cumulative reach (accumulation model) of n insertions placed in single vehicle. The accumulation formula is very similar to the duplication formula except for the assumption about K , the ratio of the gross audience to net audience between two vehicles. In the case of n insertions in the single vehicle, $\sum A_i$ equals $n \times A_i$ since the average audience is assumed to remain constant over the time.

3.3.2 Univariate Media Exposure Models

3.3.2.1 Binomial Distribution Model

The Binomial distribution model (BIN), also called the *Bernoulli* model, is the simplest stochastic reach/frequency estimation model that can be built. Many believe that such simplicity is achieved at the price of unrealistic assumptions. The Binomial model assumes that both individuals and vehicles are homogeneous; every individual in the population has the same probability of exposure to a given vehicle, and the probability of exposure is the same for each vehicle. So, vehicle exposure constitutes a set of mutually independent events. In addition, it assumes overall duplication (within- and/or between-duplication) is random. Therefore, insertions in different vehicles can be considered multiple insertions in a single average composite vehicle.

In general, the probability that an individual will be exposed to exactly k issues out of N exposure opportunities (N insertions) with p probability of exposure on one issue is given as:

$$P(k | p, N) = \binom{N}{k} p^k (1-p)^{N-k}$$

where;

p = the average issue audience

$$p = \frac{\bar{A}}{pop}, \text{ with } \bar{A} = \frac{\sum_{i=1}^m A_i}{m}$$

N = the total number of insertions

m = the number of vehicles in the schedule

k = exposure level of interest.

From the formula, reach of a given schedule is made up of those individuals who have been exposed to at least one insertion out of N (i.e., $k \geq 1$), thus:

$$\text{Reach} = P(k \geq 1 | p, N) * pop = 1 - P(k = 0 | p, N) * pop.$$

3.3.2.2 Metherringham; Beta Binomial Distribution Model (BBD)

Metherringham proposed a technique in 1964 for measuring not only audience duplication and cumulative reach, but also the entire frequency distribution of a print schedule. Later, Greene and his colleague (1967; 1970) discovered that Metherringham's method is algebraically identical to the Beta

Binomial Distribution (BBD) and proved that both methods produce identical results.

Use of the BBD in estimating the frequency distribution of exposure requires three assumptions:

- (1) Individuals are heterogeneous. Each individual in the population possesses a unique probability of being exposed to a particular vehicle. This probability is independent of whether the person has been exposed to any of the issues of the vehicle.
- (2) Vehicles are homogeneous. That is, the audience of a particular vehicle j can be replaced by the average vehicle audience of all the vehicles in the schedule.
- (3) Duplication is not random.

By considering vehicles to be homogeneous, the BBD also implies that the pairwise duplication of the audience of vehicles i and j can be replaced by the average pairwise duplication of all vehicles in the schedule. In effect, the BBD merely equates the problem of duplication among different vehicles with the problem of audience accumulation within one “average” vehicle. Thus, one insertion in each of m vehicles is equivalent to m insertions in this unique hypothetical “average” vehicle. Therefore, the BBD is a compound distribution where the individual probability of exposure to a composite or average vehicle follows the Binomial distribution and the distribution of a composite vehicle follows the Beta distribution. In other words, the frequency distribution follows

the Beta Binomial distribution where exposure/non-exposure is viewed as a Bernoulli variable, which can be expressed in the following form:

$$f(x) = \int_0^1 f_b(x | N, p) \beta(p | a, b) dp \quad (1)$$

$$f_b(x | N, p) = \binom{N}{x} p^x (1-p)^{N-x} \quad (2)$$

$$\beta(p | a, b) = \frac{\Gamma(a+b)}{\Gamma(a)\Gamma(b)} p^{a-1} (1-p)^{b-1} \quad (3)$$

where;

N = the number of insertions in the schedule

a, b = parameters

x = the numbers of exposure of interest

p = the proportion of the audience exposed to the ‘average’ vehicle.

For computational purposes, equation (3) can be rewritten as:

$$E_x^N = \binom{N}{x} \frac{a(a+1)(a+2)\dots(a+x-1)(b)(b+1)(b+2)\dots(b+N-x-1)}{(a+b)(a+b+1)\dots(a+b+N-1)} \quad (4)$$

In this equation, ‘ a ’ parameters represents exposure to the composite vehicle and ‘ b ’ parameter represents non-exposure.

For non-exposure,

$$E_0^N = \binom{N}{0} \frac{b(b+1)(b+2)\dots(b+N-1)}{(a+b)(a+b+1)\dots(a+b+N-1)} \quad (5)$$

For exposure to all N insertions (loyal readers),

$$E_N^N = \binom{N}{N} \frac{a(a+b)(a+b+1)\dots(a+x-1)}{(a+b)(a+b+1)\dots(a+b+N-1)} \quad (6)$$

As Chandon (1976) enumerated, the ‘ α ’ and ‘ β ’ parameters can be obtained in several ways according to the data availability: (1) mean and zero, (2) moments, (3) minimum chi-square, (4) maximum likelihood, and (5) least squares. Among them, the first two are generally used to obtain the parameters, α and β . When a two-issue accumulation audience and pair-wise duplication of pairs are known, the parameters can be estimated by using the method of moments. Since this method estimates the BBD parameters directly from the average single audience and between-vehicle and within-vehicle duplication data, it has been called the BBD ‘Direct-Estimation (BBD-DE) method’ (Kishi and Leckenby 1982).

For the method of moments, the BBD parameters, α and β , can be directly estimated as follows:

$$\alpha = \frac{R_1(R_2 - R_1)}{2R_1 - R_1^2 - R_2} \quad (7)$$

and

$$\beta = \frac{\alpha(1 - R_1)}{R_1} \quad (8)$$

where;

R_1 = average single issue audience

$$= \frac{\sum_{i=1}^m n_i A_i}{\sum_{i=1}^m n_i}$$

R_2 = average two issue audience

$$= \frac{\sum_{i=1}^m \binom{n_i}{2} C_i + \sum_{i=1}^{m-1} \sum_{j=i+1}^m n_i n_j N_{ij}}{\binom{N}{2}}$$

m = number of vehicles

n_i or n_j = number of insertions in vehicle i or j

A_i = single insertion audience in vehicle i

N = total insertions in the schedule

C_i = accumulative audience of vehicle i

N_{ij} = net audience between vehicle i and j .

R_1 represents the average size of the audience for each vehicle and R_2 represents the average size of the pairwise audience for each pair of vehicles, including pairs of insertions from the same vehicle. As seen in the formula, no distinction is made between within- and between-vehicle duplications.

Having obtained the estimated parameters, one can then estimate the cumulative reach and frequency distribution generated by the schedule.

3.3.2.3 Hofmans-BBD Model (HBBD)

Leckenby and Boyd (1984b) developed a model called the “Hofmans-BBD Model (HBBD)” which incorporates the best aspects of Hofmans accumulation model and the BBD model. In the HBBD model, reach is obtained using Hofmans’ multi-vehicle, multi-insertion model, and the obtained reach is used to estimate the exposure distribution using the iterative mean-zero method for determining the Beta-Binomial distribution.

The mathematical expression of Hofmans multi-vehicle, multi-insertions model is follows:

$$R_{mn} = \frac{(\sum n_i A_i)^2}{\sum n_i A_i + KD + \sum kd}$$

where;

R_{mn} = reach of m vehicles with n insertions in each vehicle

A_i = single insertion audience of vehicle i

$$KD = \sum \sum n_i n_j K_{ij} A_{ij}$$

$$K_{ij} = \frac{(A_i + A_j)}{(A_i + A_j - A_{ij})}$$

A_{ij} = between-vehicle duplication of vehicle i and j

$$\sum kd = \frac{\sum n_i (n_i - 1)^a}{2} (K_i d_i)$$

$$K_i = 2 A_i / (2 A_i - d_i)$$

d_i = within-vehicle duplication for vehicle i

$$a = \frac{\log \left[\frac{R_n(nR_1 - R_n)}{R_2(2R_1 - R_2)} \right]}{\log(n-1)}$$

R_1 = reach of one insertion in vehicle i ,

R_2 = reach of two insertions in vehicle i ,

R_n = reach of “ n ” insertions in vehicle i , $n > 2$.

As implied in the formula, Hofmans multi-vehicle, multi-insertion reach requires a single insertion audience (A_i or R_1), between-vehicle duplication of vehicles i and j , within-vehicle duplication for vehicle i and reach of n insertions. These three required input data are available from survey data, while R_n is generally not reported by the syndicated services. This requirement beyond two-issue accumulation has been considered a drawback in Hofmans model. However, since two insertions are used in all vehicles in this study because of the limitation inherent in the data collection procedure, $\sum kd$ is reduced to:

$$\sum K_i d_i$$

where;

$$k_i = 2R_1/R_2$$

$$d_i = 2R_1 - R_2.$$

In sum, the reach figure obtained by using the Hofmans reach formula is then incorporated into the iterative mean-zero method for the Beta-Binomial distribution.

3.3.3 Multivariate Exposure Models

3.3.3.1 Dirichlet Multivariate Distribution Model (DMD)

The Dirichlet multinomial distribution is a member of the family of the multivariate Poynla-Eggenberger distribution and it has been also called the “compound multinomial distribution (Chandon 1976).” Unlike the univariate distribution models, the DMD model attempts to preserve individual vehicle heterogeneity. In this model, each vehicle is treated as heterogeneous and the probability of exposure to each vehicle is incorporated into the model to obtain the exposure distribution parameters. In other words, each vehicle characterized is by its own Beta distribution of exposure probabilities.

The Dirichlet distribution provides the distribution of probabilities of individuals to be exposed to any number of vehicles, assuming one insertion in each vehicle. In the DMD model, instead of treating probability of exposure to each vehicle and all joint probability of each pair of vehicles in the schedule, the probability of exclusive exposure to none (x_0), any one (x_1), and two (x_2), up to all m vehicles (x_m) at n exposure opportunities is used and is given by the multinomial distribution (Leckenby and Kishi 1984).

$$f(X | P, n) = \frac{n!}{x_0! x_1! \dots x_m!} p_0^{x_0} p_1^{x_1} \dots p_m^{x_m} \quad (1)$$

where;

$X \equiv \{x_0, x_1, x_2, \dots, x_m\}$: the exposure enumeration vector

$P \equiv \{p_0, p_1, p_2, \dots, p_m\}$: the multinomial exposure probability vector

$$n = \sum_{i=0}^m x_i$$

The multinomial yields the probability of exactly i exposure(s) ($i = 0, 1, \dots, mn$) to a schedule of n insertions of each of m vehicles given $m + 1$ probabilities of exposure (p_i).

Individual probabilities of exposure to the $m + 1$ exclusive events are themselves random variables, having the following Dirichlet distribution which is expressed as:

$$D(P | A) = \frac{\Gamma(A_0 + A_1 + \dots + A_m)}{\Gamma(A_0)\Gamma(A_1)\dots\Gamma(A_m)} p_0^{A_0-1} p_1^{A_1-1} \dots p_m^{A_m-1} \quad (2)$$

where;

$A \equiv \{A_0, A_1, A_2, \dots, A_m\}$: the Dirichlet parameter vector.

The p_i satisfies the following constraints:

$$\sum_{i=0}^m p_i = 1 \quad \text{and} \quad 0 \leq p_i \leq 1$$

The DMD combines the compound form of the Dirichlet with the multinomial distribution. It can be said briefly that the Dirichlet distribution in DMD corresponds to the Beta distribution in BBD, whereas multinomial

distribution corresponds to Binomial distribution in BBD. The general form of the DMD model can be expressed as:

$$f(X | A, n) = \int_0^1 \int_0^{1-p_0} \dots \int_0^{1-\sum_{i=0}^{m-2} p_i} f_s(X | P, n) D(P | A) dp_{m-1} \dots dp_1 dp_0 \quad (3)$$

with $A_i = p_i \cdot S$

$$S = \sum_{i=0}^m A_i$$

and

where;

$f(X|P, n)$ and $D(P|A)$ are defined as in (1) and (2) respectively.

Estimating parameters from the DMD model involves: (1) modeling between-vehicle duplication, (2) modeling within-vehicle duplication, and (3) estimating DMD parameters. After these steps, the researcher must (4) enumerate and expand the event using the DMD model, and finally, (5) group similar events and get the final distribution. Boyd (1985) and Kim (1994) provide the detailed steps and numerical examples in their studies.

3.3.3.2 Canonical Expansion Model (CANEX)

The canonical expansion model requires full expansion of the entire joint probability distribution (Danaher 1991a). The joint probabilities are found by first forming their value under the hypothesis of random duplication, and then

modifying this random probability to reflect the relationship of the correlation of the paired vehicles as well as the relationship of means and the variance of the individual vehicle marginal distribution. When Kim (1994) applied this model in her study, the marginal distributions are estimated by the BBD.

For a schedule consisting of two insertions ($k_i = 2$) in each of m vehicles, the 3^m joint probabilities of the canonical expansion (ignoring all second-order or higher canonical terms) are given by:

$$f_{x_1, x_2, \dots, x_m}(x_1, x_2, \dots, x_m) = z_{x_1} z_{x_2} \dots z_{x_m} \left\{ 1 + r_{1,2} \frac{(x_1 - \mu_1)(x_2 - \mu_2)}{\sigma_1 \sigma_2} + \dots + r_{m-1,m} \frac{(x_{m-1} - \mu_{m-1})(x_m - \mu_m)}{\sigma_{m-1} \sigma_m} \right\}$$

where;

Z_{xi} = the marginal probabilities from the estimated BBD's for each vehicle i

x_i = the exposure level of vehicle i

$\mu_i = k_i \frac{\alpha_i}{\alpha_i \beta_i}$: mean of the BBD for vehicle i

$\sigma_i^2 = n_i \frac{\alpha_i \beta_i (\alpha_i + \beta_i + n_i)}{(\alpha_i + \beta_i)^2 (\alpha_i + \beta_i + 1)}$: variance for BBD for vehicle i

n_i = number of insertions in the vehicle i , and $i = 1, 2, \dots, m$

$$r_{i,j} = \frac{p_{ij} - p_i p_j}{\sqrt{p_i(1-p_i)p_j(1-p_j)}}$$

and where;

$i = 1, 2, \dots, m-1$

$j = 2, 3, \dots, m$

$r_{i,j}$ = correlation between vehicles i and j

p_{ij} = pairwise duplicated audience of vehicles i and vehicle j

p_i = single insertion audience of vehicle i

p_j = single insertion audience of vehicle j ;

and the BBD is given by:

$$f_{xi}(x_i) = \binom{k_i}{x_i} \frac{\Gamma(\alpha_i + \beta_i) \Gamma(\alpha_i + x_i) \Gamma(k_i + \beta_i + x_i)}{\Gamma(\alpha_i) \Gamma(\beta_i) \Gamma(\alpha_i + \beta_i + k_i)}$$

where;

x_i = the exposure level in vehicle i , $x_i = 0, 1, \dots, ni$

Γ = the gamma function.

Using the method of moments, the parameters of the BBD are:

$$\hat{\alpha}_i = \frac{\overline{R_{1_i}} (\overline{R_{2_i}} - \overline{R_{1_i}})}{2\overline{R_{1_i}} - \overline{R_{2_i}} - \overline{R_{1_i}}^2}$$

$$\hat{\beta}_i = \frac{\alpha_i (1 - \overline{R_{1_i}})}{\overline{R_{1_i}}}$$

where;

$$\overline{R_{1_i}} = p_i, \quad \overline{R_{2_i}} = c_i$$

and where;

c_i = two-insertion cumulative audience of vehicle i

$\overline{R_{1_i}}$ = estimated reach of one insertion in vehicle i

$\overline{R_{2_i}}$ = estimated reach of two insertions in vehicle i .

Finally, the m -dimensional joint probability matrix is summed along its diagonals to form the final univariate exposure distribution from 0, 1, ..., N total insertions in the schedule,

where; $N = \sum_{i=1}^m n_i$.

3.3.3.3 Conditional Beta Distribution Model (CBD)

This method was developed by Leckenby and Kim and reported in Kim (1994) as an improvement on the traditional employment of the Beta Binomial Distribution (Metherringham 1964). In this model, it is assumed that each vehicle's marginal distribution is Beta Binomial; each individual in the population is characterized by a personal probability (p) of exposure to a given vehicle. In addition, those personal probabilities of exposure are constant across insertions so that, for a given individual, exposure to each of the n_i insertions in vehicle i are equally probable. Those personal probabilities of exposure across insertions in the population are Beta distributed.

$$f(p | \alpha, \beta) = \frac{\Gamma(\alpha + \beta)}{\Gamma(\alpha)\Gamma(\beta)} p^{\alpha-1} (1-p)^{\beta-1}$$

where;

α and $\beta > 0$, parameters of Beta distribution

$\Gamma(\alpha) = (\alpha - 1) \Gamma(\alpha - 1)$, usual Gamma function.

Also, a primary assumption of this model is that exposures by individuals to a given vehicle on the condition they have previously been exposed to one

insertion or no insertions in this vehicle also follow a Beta Binomial distribution.

That is, the conditional distributions of exposure all follow a BBD.

In addition, this model employs the Markov assumption developed by Danaher (1992a) to convolute the joint exposure distribution, as estimated using the CANEX model (Danaher 1991a), with each conditional distribution forming the final collapsed exposure distribution.

The specification of this model is as follows:

1. The exposure probability is modeled in two parts: A) between-vehicle process and B) within-vehicle process.

A) Between-vehicle duplication is modeled using BBD marginals for each vehicle with the resulting joint exposure of one insertion per vehicle (therefore, eliminating within-vehicle duplication from this part of the modeling process).

This is generated using Danaher's Canonical expansion process:

$$f_{x_1, x_2, \dots, x_m}(x_1, x_2, \dots, x_m) = z_{x_1} z_{x_2} \dots z_{x_m} \left\{ 1 + r_{1,2} \frac{(x_1 - \mu_1)(x_2 - \mu_2)}{\sigma_1 \sigma_2} + \dots + r_{m-1,m} \frac{(x_{m-1} - \mu_{m-1})(x_m - \mu_m)}{\sigma_{m-1} \sigma_m} \right\}$$

In the above figure:

$x_i \in \{0, 1\}$: $x_i = 1$ for exposure and is 0 otherwise

Zx_i = the marginal probabilities from the estimated BBD's for each vehicle
i

$$\hat{\mu}_i = k_i \frac{\alpha_i}{\alpha_i + \beta_i} : \text{mean of the BBD for vehicle } i$$

$$\hat{\sigma}_i^2 = n_i \frac{\alpha_i \beta_i (\alpha_i + \beta_i + n_i)}{(\alpha_i + \beta_i)^2 (\alpha_i + \beta_i + 1)} : \text{variance for BBD for vehicle } i$$

where;

k_i = number of insertions in the vehicle i , and $i = 1, 2, \dots, m$

$$r_{i,j} = \frac{p_{ij} - p_i p_j}{\sqrt{p_i(1-p_i)p_j(1-p_j)}} : \text{canonical correlation between vehicle } i, j$$

and where;

$i = 1, 2, \dots, m-1$

$j = 2, 3, \dots, m$

$r_{i,j}$ = correlation between vehicles i and j

p_{ij} = pairwise duplicated audience of vehicles i and vehicle j

p_i = single insertion audience of vehicle i

p_j = single insertion audience of vehicle j ;

B) Within-vehicle duplication is modeled using conditional BBD's. The detailed matrix in Kim's study (1994, p.118-119) shows the relation of conditional within-vehicle probabilities to the generation of a joint 0, 1 by $n_i - 1$ matrix of probabilities for BBD's given 0 or 1 exposure to vehicle i .

In a model developed by Danaher (1992a), it was assumed these m conditional distributions were independent, given the 0, 1 joint matrix modeled for between-vehicle duplication. This follows Danaher's (1992a) empirical finding that showed the dominant effect on personal probability of exposure to a given vehicle if this was the first exposure to that vehicle, over either subsequent

exposure to the same vehicle or exposure to different vehicles. This assumption, which is defined by Danaher (1992a), combined with Markov's assumption (given below for $m = 2$ vehicles and $n_1 = n_2 = 3$ insertions in each vehicle):

$$\begin{aligned}
& P(X_{11}, X_{12}, X_{21}, X_{22}, X_{23}) \\
&= P(X_{23} | X_{22}, X_{13}, X_{12}, X_{11}) \\
&\times P(X_{22} | X_{21}, X_{13}, X_{12}, X_{11}) \\
&\times P(X_{21} | X_{13}, X_{12}, X_{11}) \\
&\times P(X_{13} | X_{12}) \\
&\times P(X_{12} | X_{11}) \\
&\times P(X_{11})
\end{aligned}$$

where;

$X_{ij} = 1$ if exposed to the j^{th} insertion, 0 otherwise

$(j = 1, 2, \dots, n_i; i = 1, 2, \dots, m)$

n_i = number of insertions in vehicle i

m = number of vehicles in a schedule.

It leads to the following simplifying result:

$$\begin{aligned}
& P(X_{11}, X_{12}, X_{21}, X_{22}, X_{23}) \\
&= P(X_{23} | X_{22}) \\
&\times P(X_{22} | X_{21}) \\
&\times P(X_{21} | X_{11}) \\
&\times P(X_{13} | X_{12}) \\
&\times P(X_{12} | X_{11}) \\
&\times P(X_{11}) \\
&= P(X_2 | X_{21}) \times P(X_1 | X_{11}) \times P(X_{11} | X_{21})
\end{aligned}$$

where;

$X_i = (X_{i1}, X_{i2}, X_{i3})$

The above shows that two conditional vehicle exposure distributions are independent, given the joint distribution of the first exposure in the two vehicles.

When the conditional Beta Binomial distributions are convoluted and multiplied by the appropriate joint probability from the (0, 1) joint probability distribution and collapsed, the final exposure distribution results as follows (Danaher 1992a, p.463):

$$f_{S_T}(S_T) = \sum_{\{(x_{11}, \dots, x_{m1}) : \sum_{i=1}^m x_{i1} \leq S_T\}} P(x_{11}, \dots, x_{m1}) \cdot \sum_{\{(S_1, \dots, S_m) : \sum_{i=1}^m S_i \leq S_T\}} \prod_{i=1}^m P(S_i | x_{i1})$$

where;

S_i = the number of insertions of vehicle i seen by a person
 $= 0, 1, \dots, n_i$

n_i = the number of insertions in vehicle i

$$S_T = \sum_{i=1}^m S_i$$

$$\prod_{i=1}^m P(S_i | X_{i1}) = P(S_1, \dots, S_m | X_{11}, \dots, X_{m1})$$

2. It should be noted that in the above expression, it is unnecessary to obtain each complete joint conditional probability matrix. After each pair of vehicles, the resulting convolution can be collapsed and considered as one vehicle to be convoluted with the next vehicle in the joint conditional expansion. The order of the convolution across vehicles makes no difference in the resulting univariate collapsed conditional distribution. It is, in fact, equivalent to the

collapsed full joint expansion. This alleviates most of the computational burden inherent in all joint expansion exposure models (Danaher 1992a).

3. Parameter Estimation of Multivariate Model

This multivariate distribution is wholly defined by the mean and variance of each vehicle and all the central moments (the 2^m matrix of 0 or 1 exposure(s) to each of m vehicles).

The BBD parameters, α and β , are estimated for any vehicle using the method of moments (Chandon 1976; Leckenby and Boyd 1984b).

The method of moments for alpha and Beta:

$$\hat{\alpha} = \frac{R_1(R_2 - R_1)}{2R_1 - R_1^2 - R_2}$$

$$\hat{\beta} = \frac{\alpha(1 - R_1)}{R_1}$$

where;

$R_1 = E_1^1$: single issue audience

$R_2 = E_1^2 + E_2^2$: two issues cumulative reach.

But the BBD conditional expansion $\alpha = \alpha + 1$, if exposed to the first insertion in a joint matrix, or $\beta = \beta + 1$, if not exposed to the first insertion.

4. Parameters of marginal BBD's for canonical expansion are the α , β for each vehicle. Point 3, above, is also used to estimate the joint 0, 1 matrix.

Therefore, only two parameters are estimated per vehicle, and they are both used for the between-vehicle and within-vehicle components of the model. This fact ensures simplicity and parsimony of the model. The process of pairwise convolutions and collapsing conditional distributions also alleviates the computational burden. Therefore, the computing time is much shorter than for CANEX.

5. Considering the between-vehicle dependency at the first few exposure levels, the zero cell will be non-randomly convoluted. To do this, the final zero cell (no exposure condition) with full insertions of a given schedule is estimated independently by using any existing media exposure model (e.g., CANEX). Then, the probability distribution after convolution is multiplied by the joint probability for a zero cell and then is non-randomly convoluted to adjust to the final zero cell (obtained independently). All remaining cells of (0, 1) joint probability are then expanded as the procedure explained above. The detailed numerical example is also provided in Kim's study (1994, p.125-139).

3.3.4 Sequential Aggregation Exposure Model

3.3.4.1 Morgensztern Sequential Aggregation Model (MSAD)

The Morgensztern Sequential Aggregation model (MSAD) uses Morgensztern's reach formula (1970) and was developed by Leckenby and Rice

(1986). The MSAD model estimates reach first. Then each vehicle's marginal probability distribution is developed using the BBD separately for each vehicle. This overcomes the problem of between-vehicle duplication that is encountered when the BBD is used alone. These marginal distributions are combined sequentially to form a two-dimensional joint exposure distribution, which is collapsed at each step along the main diagonals to form a marginal distribution to combine with the next vehicle's marginal distribution. It is known that different orders of vehicle aggregation produce different results (Chandon 1976). Thus, Lee (1988) extensively tested the MSAD model to find characteristics of ordering in a sequence of aggregation, which might affect the accuracy of reach/frequency estimates.

The MSAD model has advantages over other models in that it does not involve indiscriminate averaging of within- and between-duplication across vehicles. The MSAD model also takes into account the effect of increasing the cumulative reach of each vehicle. It further uses the cumes to modify the input of the nets in the estimation of reach (Leckenby and Rice 1986; Lee 1988). Morgensztern's formula is essentially a modified form of Hofmans' model, which preserves the cumulative reach of each vehicle in the schedules in the estimation process.

In the MSAD model, three distinct probability components are employed: (1) the Beta Binomial distribution, (2) the Morgensztern reach estimation model, and (3) non-random convolution of univariate distributions (Lee 1988).

Reach of two or more vehicles is estimated via a Morgensztern reach model at each aggregation step. The Morgensztern formula, as shown below, improves upon Hofmans' work by specifically preserving the cumulative reach (probability of exposure to one or more of n_i insertions) of each vehicle in the schedule in the estimation process. The reach of m vehicles with n_i insertions each, R_m , is given by:

$$R_m = \frac{(\sum_{i=1}^m Rn_i)^2}{\sum_{i=1}^m Rn_i + \sum_{i=1}^{m-1} \sum_{j=i+1}^m (k_{ij} A_{ij} Rn_i Rn_j / A_i A_j)}$$

where;

A_i = average audience of vehicle i

A_{ij} = duplication between vehicle i and vehicle j

Rn_i = cumulative reach of vehicle i after n insertions

$$K_{ij} = \frac{A_i + A_j}{A_i + A_j - A_{ij}}$$

' k ' in the equation adjusts the reach of a schedule by the ratio of duplicated reach of the vehicle pair to the unduplicated reach assuming random duplication. As a result, if the two vehicles in the pair correlate highly with each other, for example, k will be greater than one (by definition). It will approach one

if the exposure to the vehicles tends to be random. The Morgensztern formula preserves the complete information about pairwise duplication in the estimation process. It is therefore substantially less subject to the “declining reach” phenomenon (Leckenby and Rice 1986; Leckenby and Hsu 1987).

The reach of a schedule with n insertions is estimated according to the inclusion/exclusion principle suggested by Takacs (1967) to account for the higher tuplication process as a summation of an infinite geometric series as follows:

$$R_n = S_1 - S_2 + S_3 - \dots \pm S_n$$

where;

S_i = the sum of the i -th tuplication within- and between-vehicles.

The BBD is utilized to estimate the probability of exposure to $x = 1, 2, \dots, n_i$ insertions in each vehicle i of m vehicles in the media schedule. It is assumed that each individual has a probability p of exposure to each vehicle, and of the n_i insertions in the vehicle, and the individual’s probability of being exposed to k of the n_i insertions is distributed as Beta (k, n_i, p_i).

Given the frequency distribution for the pair of vehicles, $f(x)$ and $f(y)$ at each aggregation step, the MSAD then applies the “convolution” process; collapsing the two frequency distributions into one. In other words, if x and y are independent random variables with probability distributions $f(x = j) = a_j$ and $f(y = k) = b_k$, then each element of a new distribution ($x = j, y = k$) has the probability

$a_j b_k$. The sum $Z = x + y$ is a new variable and the event $Z = r$ is the union of mutually exclusive events:

$$(x = 0, y = r), (x = 1, y = r-1), \dots, (x = r, y = 0).$$

Therefore, each element of the distribution of $(Z = r) = c_r$ for the symmetric case, for example, is given by:

$$c_r = a_0 b_r + a_1 b_{r-1} + a_2 b_{r-2} + \dots + a_{r-1} b_1 + a_r b_0$$

where;

c_r = exposure level for the convoluted distribution

$a_0 b_r$ = no exposure to the first vehicle of the pair and r exposure to the second.

Hence, the MSAD takes into account the self pair as well as cross-pair duplication, instead of just summing across $f(x)$ and $f(y)$. Specifically, the proportion of the zero exposure is replaced with $1-R_m$ estimated. Since the sum of all exposure levels should equal one, the remaining cells must be adjusted accordingly. This is done by modifying C_r into C_{nr} which is calculated by applying a ratio (RA):

$$C_{n_r} = \frac{C_r}{RA}$$

where;

$$RA = \frac{(1 - R_{n_i})(1 - R_{n_j})}{S_2}.$$

Adjusting C_r by the ratio to actual duplication (RA) at this point insures that the sum of duplicating in the resulting matrix C_r will be equivalent to S_2 ,

which corresponds to the non-random reach estimate. While each element of duplication in C_r is modified as described above, the non-duplication cells (e.g., exposure to no insertions in the first vehicle and any number of insertions, up to $n_{I,}$ in the second vehicle) of C_r must also be adjusted to maintain the integrity of the marginals of the resulting matrix. Adjustment for these cells is done by applying RA to conformed marginals derived for $f(x)$, for example:

$$f_c = (x = j) = a_j = R_m - 1 + RA$$

where;

R_m is as estimated and f_c is the conformed distribution.

Finally, after replacing the zero cell of Cn_r with $(1-R_i)$, the resulting two-dimensional, non-random convoluted matrix from this process can be summed along its diagonals to form a univariate non-random probability distribution:

$$f(w) = \sum_x \sum_y c_{n_r}$$

The above three probabilistic components are employed in the following sequential algorithm to calculate the MSAD distribution (Lee 1988, p.80).

1. The order of the most advantageous aggregation of vehicles must be determined based on the size of audience variable of each possible pair of vehicles (with the larger entering first).

2. The combined reach, R_2 , of the first two vehicles is found.

3. The BBD is used to extend each vehicle i to its proscribed number of insertions, n_i , resulting in $f(x)$ and $f(y)$.

4. The two univariate distributions, $f(x)$ and $f(y)$, of each extended vehicle are combined.

5. The combined reach of the first two vehicles are already included, and the (new) third vehicle is determined.

6. The collapsed distribution is non-randomly convoluted with the univariate BBD for the third vehicle to conform to the reach found for these three vehicles.

7. Steps 2 through 6 are repeated until all m vehicles in the schedule have been aggregated, and the collapsed univariate distribution, $f(w)$ is obtained.

The detailed numerical example is found in Lee's study (1988, p.81–101).

3.4 Drawbacks of Previous Media Models

Although improvement has been seen for the last 50 years in the development of the exposure distribution models in terms of the accuracy in prediction ability, some problems remain. Generally, the unidimensional models are criticized because their assumptions of a homogeneous vehicle and random duplication are not realistic. Also, the performance is usually poor. However, while the multidimensional models such as the DMD, CANEX, and CBD are theoretically solid in their assumptions and increase the accuracy of estimation

(Leckenby and Kishi 1982a; Rust and Leone 1984; Boyd 1985), they also have some limitations in that they require more complexity in implementation, greater cost in computing time, require an equal number of insertions and/or generate negative frequency distributions in some models (Danaher 1988a; 1989a; 1989b; 1991a). Another important phenomenon that has frequently been seen in some models and that is theoretically impossible is declining reach (Chandon 1976; Leckenby and Rice 1986; Leckenby and Hsu 1987).

Every media exposure model cannot be ideal but most have their distinctive aspects. However, the apply-capability should be considered in media models since the goal of exposure distribution is to provide the vital information to the media planners. The model performance should not be neglected in developing new models since a small difference in estimation implies differing amounts of money and people in reality. Finally, the new model needs to overcome some discussed drawbacks in existing models.

Chapter 4

Research Design and Model Development

This chapter discusses the rationale for selecting the models tested in this study and how a new media exposure model, the Canonical Sequential Aggregation Distribution (CSD) model, was developed. Detailed process and numerical examples of the CSD model are included. Additionally, the processes of developing variations to the CSD model using various criteria and methods are provided. Finally, the overall design scheme of this study is presented.

4.1 Rationale for Selecting Models

This study includes widely tested existing models including all stochastic model categories discussed earlier: univariate, multivariate and aggregation media exposure models.

First, three univariate models were selected based on their popularity and performance. The Binomial model (BIN) was chosen because it is the simplest model and would work as a benchmark of other models' performances. The Beta Binomial distribution model (BBD) was chosen because it is the most widely used exposure model in practice (Leckenby and Kishi 1982b, Kim and Leckenby 2001). The Hofmans Beta Binomial distribution model (HBBD) was also

included because it was the most accurate among the univariate models tested in Boyd's study (1985).

Three multivariate models were also included in this study. The Dirichlet Multinomial Distribution model (DMD) was selected because it was the first introduced multivariate model in the academic area (Leckenby and Kishi 1982a). The Canonical Expansion Distribution model (CANEX) and Conditional Beta Distribution model (CBD) were included in this study because they have shown the best performance in audience estimations so far.

As an aggregation model, the Morgensztern Sequential Aggregation Distribution Model (MSAD) was included because it is the most popular aggregation model and is tested widely in the academic arena (Lee 1988; Leckenby Hong 1998; Kim and Leckenby 2000).

Seven exposure distribution models will be tested. Additionally, a new model and its variations will be developed and added in later in this chapter to finalize the research design.

4.2 New Exposure Model Development

A survey of large U.S. advertising agencies showed that the majority of media directors believed that some improvement is necessary in media exposure distribution models (Leckenby and Boyd 1984a; Leckenby and Kim 1994; Kim and Leckenby 2001). As discussed earlier, some existing media models have a

number of limitations in their application to the real world. In short, univariate models generate relatively larger errors in estimation, and the most popular model, the BBD, experiences the declining reach problem (Leckenby and Rice 1986; Leckenby and Hsu 1987). Usually, the multivariate models perform quite well but some of their calculations take an extremely long time, generate negative frequency estimates, and/or require symmetric schedules, which prevent real world application.

The sequential aggregation model will be one of the alternatives that will help overcome those limitations since it does not have crude assumptions like those in univariate models and it shows high applicability in practice. For example, according to the Hong's study (1998), this sequential aggregation approach is one of the most widely adopted in practice. However, the performance of estimating an exposure distribution in sequential aggregation models is a matter of importance. As seen in Tables 4.2.1 through 4.2.4, the most popular sequential aggregation model, MSAD, was tested extensively with a variety of data sets, but it produced relatively larger errors compared to other multivariate models. Among multivariate models, generally, the CANEX and CBD models perform most accurately across the various data sets. These two models share the canonical expansion reach formula, in part.

Table 4.2.1 Model Test Results of SMRB 1979 Magazine Data (n=515)
(Kim 1994)

Model	Error Type	
	AER (%)	APE (%)
BBD	6.46	33.23
CBD	3.12	13.76
CANEX	3.08	19.92
HBBD	4.88	29.69
MSAD	3.13	15.27
DMD	3.05	21.20

Table 4.2.2 Model Test Results of SMRB 1984 Magazine Data (n=508)
(Kim 1994)

Model	Error Type	
	AER (%)	APE (%)
BBD	4.92	33.59
CBD	3.26	17.59
CANEX	3.26	25.83
HBBD	7.21	31.39
MSAD	5.85	20.58
DMD	1.73	23.30

Table 4.2.3 Model Test Results of AGB 1985 Magazine Data (n=420)
(Kim 1994)

Model	Error Type	
	AER (%)	APE (%)
BBD	10.15	42.15
CBD	1.37	15.62
CANEX	2.39	16.26
HBBD	4.85	38.13
MSAD	2.74	16.98

Table 4.2.4 Model Test Results of Media Metrix 1997 Web Data (n=560)
(Leckenby and Hong 1998)

Model	Error Type	
	AER (%)	APE (%)
Binomial	21.00	41.50
BBD	2.50	8.63
CBD	2.43	9.66
DMD	6.67	24.10
HBBD	2.23	9.78
MSAD	3.51	18.80

To increase a model's performance in a sequential aggregation model, this study adopts the most well-respected reach estimation approach, the canonical expansion to a new sequential aggregation model (called CSD). This adoption will perform better than MSAD since the canonical expansion applied

multivariate model, as seen in Table 4.2.4, produced the smallest error in the Web audience study (Leckenby and Hong 1998).

4.2.1 CSD Model Development

Basically, the sequential aggregation models utilize a known reach formula to estimate the reach of the first two vehicles to be aggregated or combined into one new pseudo vehicle. The ‘new’ combined vehicle is then aggregated with a third to produce another pseudo vehicle. This procedure is iterated until all vehicles are aggregated.

Thus, selecting a reach formula affects the overall sequential aggregation model’s performance. Except for the well-tested MSAD model, various reach formulas have been applied previously. Lee (1988) proposed and tested the Beta Binomial Sequential Aggregation model (BBSAD), the Hofmans Sequential Aggregation model (HSAD), and the DMD/HGD Sequential Aggregation model (DHSAD), but the performances of those models are not good due to the inherent reach formulas’ performances.

As shown in above section (4.2), the canonical expansion reach-based models, i.e., CANEX and CBD, performed accurately. Thus, it is an appealing design to apply the canonical expansion reach formula on the new sequential aggregation model. Applying the reach formula in sequential aggregation is the first task of this study.

As shown in developing the MSAD model in Lee's study (1988), the CSD model employs three distinct probability components: (1) the Canonical expansion reach estimation model, (2) the Beta Binomial distribution, and (3) the non-random convolution of univariate distribution. Thus, the new model first uses the canonical expansion reach formula to estimate reach. Then, each vehicle's marginal probability distribution is derived using the BBD separately for each vehicle. These marginal distributions are combined sequentially to form a two-dimensional joint exposure distribution, which is collapsed at each step along the main diagonals to form a marginal distribution to combine with the next vehicle's marginal distribution.

So the developing of new model, CSD, is comprised of two main parts: (1) the generation of the joint exposure matrix, using the canonical expansion distribution (Danaher 1992a) as the basis for estimating the zero cell at each step, and (2) various sequential aggregation criteria and orders (Lee 1988). These two parts will be combined in the following way: In the case of first two-vehicles, in order to derive the zero cells, only the first row and first column of the joint matrix need to be expanded using canonical expansion. Then, using sequential aggregation, the joint matrix formed by multiplying the two marginal distributions is then fitted to the zero cell (100 minus reach) estimated. This is termed "non-random convolution" (Lee 1988). After the collapsing of the non-random convolution of the first two vehicles, a new joint exposure matrix is estimated by

assuming the first two-vehicles collapsed into one “pseudo-vehicle” to be paired with the next vehicle in the aggregation based on the criteria and order of aggregation of vehicles. The process above is continued until all vehicles in the media schedule have been aggregated and the final exposure distribution comes out.

4.2.2 Specification and Numerical Example of CSD

This section illustrates the whole process of the CSD model with mathematical formulas and an actual numerical example showing how exposure distributions are produced.

-- CSD Three Vehicles Numerical Example: *yahoo.com*, *weather.com*, and *mcafee.com*:

-- Using Total Duplication (TD) with the Forward Way of Aggregation(F)

Table 4.2.2.1 Average Audience, Within-Duplication, and Cume of Each Vehicle

Vehicle	<i>yahoo.com</i>	<i>weather.com</i>	<i>mcafee.com</i>
# of Insertions	2	2	2
Average Audience	.4902	.0333	.0300
Within-Duplication	.3999	.0164	.0229
Cume	.5805	.0502	.0371

Table 4.2.2.2 Net Audience and Between-Duplication of Each Vehicle-Pair

Net (Between-Duplication)	<i>yahoo.com</i>	<i>weather.com</i>
<i>weather.com</i>	.5078 (.0157)	-
<i>mcafee.com</i>	.5063 (.0139)	.0630 (.0003)

1. Determine the first two vehicles to be aggregated using the total duplication as a criterion.

(1) Calculate the total duplication for each pair.

-- Total duplication of vehicle *i* and *j* (TD) =

$$n_i * n_j * p_{i,j} + n_i(n_i - 1) / 2 * C_i + n_j(n_j - 1) / 2 * C_j$$

where;

n_i and n_j = number of insertions for vehicle *i* and vehicle *j*

$p_{i,j}$ = net audience of vehicle *i* and vehicle *j*

C_i and C_j = cumulative audience of vehicle *i* and vehicle *j*.

- a. TD (yahoo.com, weather.com)
 $= 2 * 2 * .5078 + 2(2-1)/2 * .5805 + 2(2-1)/2 * .0502 = 2.6619$
- b. TD (yahoo.com, mcafee.com)
 $= 2 * 2 * .5063 + 2(2-1)/2 * .5805 + 2(2-1)/2 * .0371 = 2.6428$
- c. TD (weather.com, mcafee.com)
 $= 2 * 2 * .0630 + 2(2-1)/2 * .0502 + 2(2-1)/2 * .0371 = .3393$

(2) Determine the first two vehicles to be aggregated based on the magnitude of the total duplications obtained above.

- The first two vehicles to be used: *yahoo.com* and *weather.com*

If other criteria were used, the order would be as follows:

Table 4.2.2.3 Aggregation Order by Different Criterion

Order	First	Second	Third
Single Audience (SA)	<i>yahoo.com</i>	<i>weather.com</i>	<i>mcafee.com</i>
Within Duplication (WD)	<i>yahoo.com</i>	<i>mcafee.com</i>	<i>weather.com</i>
Within Accumulative Audience (WC)	<i>yahoo.com</i>	<i>weather.com</i>	<i>mcafee.com</i>
Between Duplication (BD)	<i>yahoo.com</i>	<i>weather.com</i>	<i>mcafee.com</i>
Between Accumulative Audience (WC)	<i>yahoo.com</i>	<i>weather.com</i>	<i>mcafee.com</i>
Total Duplication(TD)	<i>yahoo.com</i>	<i>weather.com</i>	<i>mcafee.com</i>

2. Calculate a reach of *yahoo.com* (Y) and *weather.com* (W) using canonical expansion.

The canonical expansion model requires full expansion of the entire joint probability distribution (Danaher 1991a). The joint probabilities are found by first forming their value under the hypothesis of random duplication, and then modifying this random probability by: (1) the relationship of the correlation of the paired vehicles, and (2) the relationship of means and variance of individual vehicle marginal distributions. In this study, the marginal distributions are estimated by the BBD. In order to apply the canonical expansion in sequential aggregation, only the joint probabilities of the first two vehicles are required for the first aggregation producing a schedule consisting of two insertions ($k_i = 2$) in each of three vehicles in this example,

(1) Mean and variance of individual vehicle marginal distributions estimated by BBD.

(a) Get individual vehicle's alpha and beta by BBD.

BBD is given by:

$$f_{xi}(x_i) = \binom{k_i}{x_i} \frac{\Gamma(\alpha_i + \beta_i) \Gamma(\alpha_i + x_i) \Gamma(k_i + \beta_i + x_i)}{\Gamma(\alpha_i) \Gamma(\beta_i) \Gamma(\alpha_i + \beta_i + k_i)}$$

where;

x_i = the exposure level in vehicle i , $x_i = 0, 1, \dots, n_i$

Γ = the gamma function.

Using the method of moments, the parameters of the BBD are:

$$\hat{\alpha}_i = \frac{\overline{R_{1_i}} (\overline{R_{2_i}} - \overline{R_{1_i}})}{2\overline{R_{1_i}} - \overline{R_{2_i}} - \overline{R_{1_i}}^2}$$

$$\hat{\beta}_i = \frac{\alpha_i (1 - \overline{R_{1_i}})}{\overline{R_{1_i}}}$$

where;

$$\overline{R_{1_i}} = p_i, \quad \overline{R_{2_i}} = c_i$$

and where;

c_i = two-insertion cumulative audience of vehicle i

$\overline{R_{1_i}}$ = estimated reach of one insertion in vehicle i

$\overline{R_{2_i}}$ = estimated reach of two insertions in vehicle i .

- Alpha (α) and Beta (β) for *yahoo.com*

$$\begin{aligned}
 R_1 &= \sum n_i R_{1_i} / \sum n_i \\
 &= 2 * .4902 / 2 = .4902 \\
 R_2 &= (\sum \binom{n_i}{2} R_{2_i} + \sum \sum n_i n_j R_{ij}) / \binom{N}{2} \\
 &= 1 * .5802 + 2 * 2 * 0 / 1 \\
 &= .5805
 \end{aligned}$$

In case of one vehicle, R_1 becomes an average audience and R_2 becomes a cumulative audience.

$$\begin{aligned}
 \alpha &= .4902 * (.5805 - .4902) / 2 * .4902 - .5805 - (.4902)^2 \\
 &= .2773 \\
 \beta &= .2773 * (1 - .4902) / .4902 \\
 &= .2884
 \end{aligned}$$

- Alpha (α) and Beta (β) for *weather.com*

$$\begin{aligned}
 \alpha &= .0333 * (.0502 - .0333) / 2 * .0333 - .0502 - (.0333)^2 \\
 &= .0368 \\
 \beta &= .0368 * (1 - .0333) / .0333 \\
 &= 1.0684
 \end{aligned}$$

(b) Get means and variance using Alpha (α) and Beta (β) of BBD.

$$\mu_i = k_i \frac{\alpha_i}{\alpha_i \beta_i} \quad : \text{mean of the BBD for vehicle } i$$

$$\sigma_i^2 = n_i \frac{\alpha_i \beta_i (\alpha_i + \beta_i + n_i)}{(\alpha_i + \beta_i)^2 (\alpha_i + \beta_i + 1)} \quad : \text{variance for BBD for vehicle } i$$

where;

n_i = number of insertions in the vehicle i .

- Mean of BBD of *yahoo.com* (Y)

$$= 2 * .2773 / (.2773 * .2884) \\ = .0984$$

- Variance of BBD of *yahoo.com* (Y)

$$= 2 * .2773 * .2884 * (.2773 + .2884 + 2) \\ / (.2773 + .2884)^2 * (.2773 + .2884 + 1) \\ = .8190$$

- Mean of BBD of *weather.com* (W)

$$= 2 * .0368 / (.0368 * 1.0684) \\ = .0666$$

- Variance of BBD of *weather.com* (W)

$$= 2 * .0368 * 1.0684 * (.0368 + 1.0684 + 2) \\ / (.0368 + 1.0684)^2 * (.0368 + 1.0684 + 1) \\ = .0950$$

(2) Get first-order pairwise correlation (rho: $r_{i,j}$) for each pair of vehicles.

$$r_{i,j} = \frac{p_{ij} - p_i p_j}{\sqrt{p_i(1-p_i)p_j(1-p_j)}}$$

where;

$i = 1, 2, j = 2, 3$

$r_{i,j}$ = pairwise correlation between vehicle i and j

p_{ij} = pairwise duplicated audience of vehicles i and vehicle j

p_i = single insertion audience of vehicle i

p_j = single insertion audience of vehicle j .

$$\text{Rho}(Y, W) = (0.0157 - .4902 * .0333)$$

$$/ \sqrt{(.4902) * (1 - .4902) * (.0333) * (1 - .0333)} = -.0070$$

$$\begin{aligned}\text{Rho}(Y, M) &= (0.0139 - .4902 * .0300) \\ &\quad / \sqrt{(.4902) * (1 - .4902) * (.0300) * (1 - .0300)} = -.0095 \\ \text{Rho}(Y, W) &= (0.0003 - .0333 * .0300) \\ &\quad / \sqrt{(.0333) * (1 - .0333) * (.0300) * (1 - .0300)} = -.0228\end{aligned}$$

(3) Extend the exposure distribution of *yahoo.com* (Y) and *weather.com* (W) using the beta distribution.

- Exposure distribution of *Yahoo.com* (Y) using the beta distribution.

$$\begin{aligned}E_0^2 &= \binom{2}{0} \frac{\beta * (\beta + 1)}{(\alpha + \beta) * (\alpha + \beta + 1)} \\ &= 1 * \frac{.2884 * (.2884 + 1)}{(.2773 + .2884) * (.2773 + .2884 + 1)} \\ &= .4195 \\ E_1^2 &= \binom{2}{1} \frac{\alpha * \beta}{(\alpha + \beta) * (\alpha + \beta + 1)} \\ &= 2 * \frac{.2773 * .2884}{(.2773 + .2884) * (.2773 + .2884 + 1)} \\ &= .1806 \\ E_2^2 &= \binom{2}{2} \frac{\alpha * (\alpha + 1)}{(\alpha + \beta) * (\alpha + \beta + 1)} \\ &= 1 * \frac{.2773 * (.2773 + 1)}{(.2773 + .2884) * (.2773 + .2884 + 1)} \\ &= .3999\end{aligned}$$

- Exposure distribution of *Weather.com* (W) using the beta distribution.

$$E_0^2 = \binom{2}{0} \frac{\beta * (\beta + 1)}{(\alpha + \beta) * (\alpha + \beta + 1)}$$

$$= 1 * \frac{1.0684 * (1.0684 + 1)}{(.0368 + 1.0684) * (.0368 + 1.0684 + 1)}$$

$$= .9498$$

$$E_1^2 = \binom{2}{1} \frac{\alpha * \beta}{(\alpha + \beta) * (\alpha + \beta + 1)}$$

$$= 2 * \frac{.0368 * 1.0684}{(.0368 + 1.0684) * (.0368 + 1.0684 + 1)}$$

$$= .0338$$

$$E_2^2 = \binom{2}{2} \frac{\alpha * (\alpha + 1)}{(\alpha + \beta) * (\alpha + \beta + 1)}$$

$$= 1 * \frac{.0368 * (.0368 + 1)}{(.0368 + 1.0684) * (.0368 + 1.0684 + 1)}$$

$$= .0164$$

- Given Distribution Frequency estimated by BBD

Yahoo.com (Y)

Frequency	0:	.4195
	1:	.1806
	2:	.3999

Weather.com (W)

Frequency	0:	.9498
	1:	.0338
	2:	.0164

- (4) Get the joint probability using canonical expansion to obtain canonical reach for two vehicles.

$$f_{x_1, x_2}(x_1, x_2) = z_{x_1} z_{x_2} \left\{ 1 + r_{1,2} \frac{(x_1 - \mu_1)(x_2 - \mu_2)}{\sigma_1 \sigma_2} \right\}$$

where;

Z_{xi} = the marginal probabilities from the estimated BBD's for each vehicle i

x_i = the exposure level of vehicle i .

$$r_{1,2} \frac{(x_1 - \mu_1)(x_2 - \mu_2)}{\sigma_1 \sigma_2} \quad (\text{named 'Sumex'})$$

$$= \rho(i, j) * (0 - \text{mean}(i)) * (0 - \text{mean}(j)) / \sqrt{\text{variance}(i)} * \sqrt{\text{variance}(j)}$$

$$= -.0070 * (0 - .9804) * (0 - .0666) / \sqrt{.8190} * \sqrt{.0950}$$

$$= -.0016$$

$$z_{x_1} z_{x_2} \quad (\text{named 'Cell': Multiple of zero exposures})$$

$$= .4195 * .9498 = .3984$$

- Joint probability of two vehicles

$$= \text{Cell} * (1 + \text{Sumex}) = .3984 * (1 - .0016) = .3978$$

Again, Joint Probability of Zero Exposure for two vehicles

$$= .4195 * .9498 \{ 1 - .0070 * (0 - .9804) * (0 - .0666) / \sqrt{.8190} * \sqrt{.0950} \} = .3978$$

- Canonical Reach = 1 – Joint = 1 - .3978 = .6022

- Canonical Reach (Y, W) = .6022

3. Obtain random overlap of the two vehicles (yahoo.com and weather.com) adjusted for fit using the canonical expansion.

- (1) Random overlap for duplication cells of the two vehicle exposure distributions.

Table 4.2.2.4 Random Duplication of Two Vehicle Exposure Distributions

		<i>yahoo.com</i>			
		e_0	e_1	e_2	
<i>weather.com</i>	e_0				.9498
	e_1		.0061	.0135	.0338
	e_2		.0030	.0066	.0164
		.4195	.1806	.3999	

- (2) Calculate actual duplication

$$\text{Reach for } yahoo.com = 1 - .4195 = .5805$$

$$\text{Reach for } weather.com = 1 - .9498 = .0502$$

Duplication between two vehicles (Actual Duplication)

$$= \text{Reach}_{yahoo.com} + \text{Reach}_{weather.com} - \text{Reach}_{yahoo.com+weather.com}$$

$$= .5805 + .0502 - .6022$$

$$= .0285$$

- (3) Calculate the Ratio of Random duplication to actual duplication

$$\text{Ratio} = \text{Random duplication} / \text{Actual duplication}$$

$$= .5805 * .0502 / .0285$$

$$= 1.0228$$

- (4) Obtain the adjusted overlap for each duplication cell using the above ratio.

$$e_{0,0} = 1 - .6022 = .3978$$

$$e_{1,1} = .0061 / 1.0228 = .0060$$

$$e_{2,1} = .0135 / 1.0228 = .0132$$

$$e_{1,2} = .0030 / 1.0228 = .0029$$

$$e_{2,2} = .0066 / 1.0228 = .0065$$

(5) Calculate marginals for x and y

$$x = .4195 - 1 + 1.0228 = .4423$$

$$y = .9498 - 1 + 1.0228 = .9726$$

Table 4.2.2.5 Adjusted Duplications and Marginals

		<i>yahoo.com</i>			
		e_0	e_1	e_2	
<i>weather.com</i>	e_0	.3973			($y = .9726$)
	e_1		.0060	.0132	
	e_2		.0029	.0065	
		($x = .4423$)			

(6) Adjust other cells using the ratio

$$e_{0,1} = .4423 * .0338 / 1.0228 = .0146$$

$$e_{0,2} = .4423 * .0164 / 1.0228 = .0071$$

$$e_{1,0} = .1806 * .9726 / 1.0228 = .1717$$

$$e_{2,0} = .3999 * .9726 / 1.0228 = .3803$$

$$e_{0,0} = .4423 * .9726 / 1.0228 = .4206$$

(7) Adjust $e_{0,0}$, so that the cells add up to unity

$$e_{0,0} = .4206 + (1 - 1.0228) = .3978$$

(8) Final adjusted Overlap

Table 4.2.2.6 Final Adjusted Overlap

		<i>yahoo.com</i>			
		e_0	e_1	e_2	
<i>weather.com</i>	e_0	.3978	.1717	.3803	.9498
	e_1	.0146	.0060	.0132	.0338
	e_2	.0071	.0029	.0065	.0164
		.4195	.1806	.3999	1.0000

4. Get exposure distribution for first aggregation.

$$f(0) = .3978$$

$$f(1) = .0146 + .1717 = .1863$$

$$f(2) = .0071 + .0060 + .3803 = .3934$$

$$f(3) = .0029 + .0132 = .0161$$

$$f(4) = .0065$$

End of first aggregation.

**** Second aggregation**

5. Consider the result obtained above as a distribution of a new pseudo vehicle.

Next vehicle to enter: *mcqfee.com* (M)

6. BBD expansion for *mcqfee.com*

- (1) Get mean and variance using BBD Alpha (α) and Beta (β) for *mcqfee.com*.

$$\begin{aligned} \text{Alpha} &= .0300 * (.0371 - .0300) / 2 * .0300 - .0371 - (.0300)^2 \\ &= .0097 \end{aligned}$$

$$\begin{aligned} \text{Beta} &= .0097 * (1 - .0300) / .0300 \\ &= .3130 \end{aligned}$$

Mean of BBD of *mcafee.com*

$$= 2 * .0097 / (.0097 * .3130)$$

$$= .0600$$

Variance of BBD of *mcafee.com*

$$= 2 * .0097 * .3130 * (.0097 + .3130 + 2)$$

$$/ (.0097 + .3130)^2 * (.0097 + .3130 + 1)$$

$$= .1022$$

(2) BBD Expansion of *mcafee.com*

$$\begin{aligned} E_0^2 &= \binom{2}{0} \frac{\beta * (\beta + 1)}{(\alpha + \beta) * (\alpha + \beta + 1)} \\ &= 1 * \frac{.3130 * (.3130 + 1)}{(.0097 + .3130) * (.0097 + .3130 + 1)} \\ &= .9629 \end{aligned}$$

$$\begin{aligned} E_1^2 &= \binom{2}{1} \frac{\alpha * \beta}{(\alpha + \beta) * (\alpha + \beta + 1)} \\ &= 2 * \frac{.0097 * .3130}{(.0097 + .3130) * (.0097 + .3130 + 1)} \\ &= .0142 \end{aligned}$$

$$\begin{aligned} E_2^2 &= \binom{2}{2} \frac{\alpha * (\alpha + 1)}{(\alpha + \beta) * (\alpha + \beta + 1)} \\ &= 1 * \frac{.0097 * (.0097 + 1)}{(.0097 + .3130) * (.0097 + .3130 + 1)} \\ &= .0229 \end{aligned}$$

BBD Distribution of *mcafee.com*

Frequency	0:	.9629
	1:	.0142
	2:	.0229

- *Yahoo.com* and *weather.com* Frequency Distribution estimated from the first aggregation.

$$f(0) = .3978$$

$$f(1) = .1863$$

$$f(2) = .3934$$

$$f(3) = .0161$$

$$f(4) = .0065$$

Table 4.2.2.7 Random Overlap for Duplication Cells of Two Vehicle Exposure Distributions

		Composite vehicle (<i>yahoo.com</i> and <i>weather.com</i>)					
		e ₀	e ₁	e ₂	e ₃	e ₄	
<i>mcafee.com</i>	e ₀						.9629
	e ₁		.0026	.0056	.0002	.0001	.0142
	e ₂		.0043	.0090	.0004	.0001	.0229
		.3978	.1863	.3934	.0161	.0065	

7. Canonical reach of the three vehicles.

$$f_{x_1, x_2, \dots, x_m}(x_1, x_2, \dots, x_m) = z_{x_1} z_{x_2} \dots z_{x_m} \left\{ 1 + r_{1,2} \frac{(x_1 - \mu_1)(x_2 - \mu_2)}{\sigma_1 \sigma_2} + \dots + r_{m-1,m} \frac{(x_{m-1} - \mu_{m-1})(x_m - \mu_m)}{\sigma_{m-1} \sigma_m} \right\}$$

where;

Z_{xi} = the marginal probabilities from the estimated BBD's for each vehicle i

x_i = the exposure level of vehicle i

$$r_{1,2} \frac{(x_1 - \mu_1)(x_2 - \mu_2)}{\sigma_1 \sigma_2} + \dots + r_{m-1,m} \frac{(x_{m-1} - \mu_{m-1})(x_m - \mu_m)}{\sigma_{m-1} \sigma_m} \quad (\text{named 'Sumex'})$$

$$= \rho(i, j) * (0 - \text{mean}(i)) * (0 - \text{mean}(j)) / \sqrt{\text{variance}(i)} * \sqrt{\text{variance}(j)}$$

$(i = 1 \text{ to } 2, j = 2 \text{ to } 3)$

$$\begin{aligned}
&= (-.0070) * (0 - .0984) * (0 - .0666) / \sqrt{.8190} * \sqrt{.0950} \\
&+ (-.0095) * (0 - .0984) * (0 - .0600) / \sqrt{.8190} * \sqrt{.1022} \\
&+ (-.0228) * (0 - .0666) * (0 - .0600) / \sqrt{.0950} * \sqrt{.1022} \\
&= -.0045
\end{aligned}$$

$z_{x_1} z_{x_2} \dots z_{x_m}$ (named 'Cell')

$$= .4195 * .9498 * .9629 = .3837$$

$$\text{- Joint (Probability)} = \text{Cell} * (1 + \text{Sumex}) = .3837 * \{(1 + (-.0045))\} = .3820$$

$$\text{Canonical Reach} = 1 - \text{Joint} = 1 - .3820 = .6180$$

$$\text{Canonical Reach (yahoo.com, weather.com, mcafee.com)} = .6180$$

8. Obtain the ratio.

Reach for Vehicle 1 (composite of *yahoo.com* and *weather.com*)

$$= 1 - .3978 = .6022$$

$$\text{Reach for Vehicle 2 (mcafee.com)} = 1 - .9629 = .0371$$

Actual duplication between vehicle 1 and vehicle 2

$$= .6022 + .0371 - .6180$$

$$= .0213$$

Ratio of Random duplication to actual duplication

Ratio = Random duplication / Actual duplication

$$= .6022 * .0371 / .0213$$

$$= 1.0489$$

9. Calculate the duplication cells using the ratio.

$$e_{0,0} = 1 - .6180 = .3820$$

$$e_{1,1} = .1863 * .0142 / 1.0489 = .0025$$

$$e_{1,2} = .1863 * .0229 / 1.0489 = .0041$$

$$e_{2,1} = .3934 * .0142 / 1.0489 = .0053$$

$$e_{2,2} = .3934 * .0229 / 1.0489 = .0086$$

$$e_{3,1} = .0161 * .0142 / 1.0489 = .0002$$

$$e_{3,2} = .0161 * .0229 / 1.0489 = .0004$$

$$e_{4,1} = .0065 * .0142 / 1.0489 = .0001$$

$$e_{4,2} = .0065 * .0229 / 1.0489 = .0001$$

10. Calculate marginals x and y .

$$\text{Marginal } x = .3978 - 1 + 1.0489 = .4467$$

$$\text{Marginal } y = .9629 - 1 + 1.0489 = 1.0118$$

Table 4.2.2.8 Adjusted Duplications and Marginals

		Composite vehicle (<i>yahoo.com</i> and <i>weather.com</i>)					
		e_0	e_1	e_2	e_3	e_4	
<i>mcafee.com</i>	e_0	.3820					($y = 1.0118$)
	e_1		.0025	.0053	.0002	.0001	
	e_2		.0041	.0086	.0004	.0001	
		($x = .4467$)					

11. Adjust other cells using the ratio.

$$e_{0,1} = .4467 * .0142 / 1.0489 = .0060$$

$$e_{0,2} = .4467 * .0229 / 1.0489 = .0098$$

$$e_{1,0} = 1.0118 * .1863 / 1.0489 = .1797$$

$$e_{2,0} = 1.0118 * .3934 / 1.0489 = .3795$$

$$e_{3,0} = 1.0118 * .0161 / 1.0489 = .0155$$

$$e_{4,0} = 1.0118 * .0065 / 1.0489 = .0063$$

$$e_{0,0} = 1.0118 * .4467 / 1.0489 = .4309$$

$$\text{Adjusted } e_{0,0} = .4309 + (1 - 1.0489) = .3820$$

Table 4.2.2.9 Final Cell Distribution for Three Vehicles

		Composite vehicle (<i>yahoo.com</i> and <i>weather.com</i>)					
		e_0	e_1	e_2	e_3	e_4	
<i>mcafee.com</i>	e_0	.3820	.1797	.3795	.0155	.0063	.9629
	e_1	.0060	.0025	.0053	.0002	.0001	.0142
	e_2	.0098	.0041	.0086	.0004	.0001	.0229
		.3978	.1863	.3934	.0161	.0065	

12. Obtain the final exposure distribution for three vehicles.

The two-dimensional joint probability matrix is summed along its diagonals to form the final univariate exposure distribution from 0, 1, ..., N total insertions in the schedule.

$$f(0) = .3820$$

$$f(1) = .0060 + .1797 = .1857$$

$$f(2) = .0098 + .0025 + .3795 = .3918$$

$$f(3) = .0041 + .0053 + .0155 = .0249$$

$$f(4) = .0086 + .0002 + .0063 = .0151$$

$$f(5) = .0004 + .0001 = .0005$$

$$f(6) = .0001$$

Table 4.2.2.10 Final Exposure Distribution for Three Vehicles
(TD Forward-Way)

Exposure Level	Expected Exposure (%)	Observed Exposure (%)
0	38.20	38.41
1	18.57	17.89
2	39.18	39.66
3	2.49	2.67
4	1.51	1.36
5	0.05	0.00
6	0.01	0.00
Sum	100.01*	99.99*
AER	0.34 %	
APE	2.52 %	

* Rounding error

-- AER (Average Percentage Error in Reach Estimate)

$$AER = \frac{\left(\sum_{i=1}^K \left| \frac{o_i - e_i}{o_i} \right| \right)}{K}$$

where;

o_i = observed reach of schedule i

e_i = estimated reach of schedule i

K = total number of schedules.

$$\begin{aligned} AER &= | (1 - .3841) - (1 - .3820) / (1 - .3841) | / 1 \\ &= | .6159 - .6180 / .6159 | / 1 = .0034 \end{aligned}$$

-- APE (Average Percentage Error in Exposure Distribution)

$$APE = \frac{\left[\sum_{i=1}^K \frac{\left(\sum_{j=1}^k |o_{ij} - e_{ij}| \right)}{\sum_{j=1}^k o_{ij}} \right]}{K}$$

where;

o_{ij} = observed frequency at exposure level j of schedule i

e_{ij} = estimated frequency at exposure level j of schedule i

K = total number of schedules.

$$\begin{aligned} APE &= (|(.1789 - .1857)| + |(.3966 - .3918)| + |(.0267 - .0249)| \\ &\quad + |(.0136 - .0151)| + |(.0000 - .0005)| + |(.0000 - .0001)| \\ &\quad / |(.3841)|) / 1 \\ &= |.0068 + .0048 + .0018 + .0015 + .0005 + .0001 / .6159| \\ &= |.0155 / .6159| \\ &= .0252 \end{aligned}$$

4.3 Determination of Aggregation Order in Sequential Aggregation Model

After developing a basic CSD model, then, the order of aggregation should be decided. Deciding order of aggregation was examined previously, for example, Leckenby and Rice (1986) determined “the most advantageous aggregation of vehicles by finding those vehicles most similar in terms of audience size and within- and between-vehicle duplications with the largest vehicles taking precedence (they will have the greatest impact and later small vehicles will have the lesser impact on the final distribution) (p.16).” Lee (1988)

also extensively tested the MSAD models to find out which criterion is the most advantageous determinant of vehicle aggregation.

Lee (1988) tested the various vehicles' aspects as 'criteria' to decide the most advantageous order of aggregation but, as Leckenby and Rice (1986) suggested, he only pursued the 'largest vehicles taking precedence principle' in aggregation after finding the determinant criterion. Seven tested variations of the MSAD model were: size of vehicle audience (SA), size of within-vehicle duplication (WD), size of within accumulative audience (CM), size of between-vehicle duplication (BD), size of between accumulative audience (NET), combination of between- and within- duplication (TD), and random order (RD). Finally, he confirmed that the order of aggregation is an important factor influencing the accuracy of estimation. As Lee (1988) did, all previous studies have tested the sequential aggregation model with only one "descending order" of size based on various determinant criteria. This approach is appealing in that the biggest vehicle will have the greatest impact on the final distribution as the most explanatory variable takes the first position in stepwise-regression analysis.

However, at this moment, this study speculates the 'declining reach' problem in this approach since Leckenby and Hsu (1987) stated "the addition of insertions to a small vehicle in a schedule dominated by large vehicles will create this problem due to averaging (p. R16)," and proposed the MSAD model to reduce this problem. Using the same logic, the addition of a small (or large)

vehicle in a schedule dominated by a large (or small) vehicle would create the declining reach problem. Additionally, the declining reach problem would affect the final distribution as suspected by Lee (1988).

Thus, this study proposes the other ways of aggregation since the ‘precedence of largest size of vehicles’ might distort the final distribution due to the declining reach phenomenon. Thus, using the ‘largest precedence,’ ‘smallest precedence’ rule is possible. The ‘mixed’ way of both aggregations, ‘largest and smallest pair precedence,’ would also be possible.

4.4 Research Design of CSD Variations

The goal of this study is to develop a new sequential aggregation model and its variations using the reach formula rather than the Morgensztern formula, and comparing their performances with existing models in terms of the accuracy of prediction in a media schedule. By introducing a new model, the various categories are examined to investigate some issues raised by exposure models.

Specifically, this study will examine (1) the accuracy of new sequential aggregation models, (2) the determinants of aggregation order and (3) the order way of aggregation. This study will also try to find the effect of sequential aggregation methods on reach and frequency estimation.

In addition to the seven existing exposure models, new sequential aggregation models will have the following formations.

Canonical Expansion with Sequential Aggregation Models (CSD) with different criteria of aggregation orders (Lee 1988):

1. CSD-SA: using the size of vehicle audience
2. CSD-WD: using the size of within-duplication
3. CSD-CM: using the size of within accumulative audience
4. CSD-BD: using the size of between-duplication
5. CSD-NET: using the size of between accumulative audience
6. CSD-TD: using the combination of between- and within-duplication
7. CSD -RD: using random order.

Each criterion except random order will have three different ways of aggregation:

1. Largest precedence (Forward)
2. Smallest precedence (Backward)
3. Largest-Smallest precedence (Mixed)

Thus, the major questions to be answered in this study are as follows:

1. How does the CSD model perform compared to other existing models in terms of accuracy of reach and frequency estimation?
2. Which determinant among various audience variables and ways of aggregation produces the most optimal results in the CSD model?

3. How does the different aggregation order work with the declining reach problem?

Chapter 5

Methodology

This chapter discusses the methods which were employed to examine the accuracy of the models specified in the previous chapter. First, the tested models are introduced; then, sampling procedures and descriptions of the data used are presented. Test schedules and tabulation procedures of this study follow. Finally, the evaluation criteria for model performance of each model are also offered.

5.1 Models in Analysis

As outlined in the previous chapter, eight main models, including the newly developed model - the Canonical Sequential Aggregation Distribution (CSD) Model - are tested for comparison in this study. This new CSD model has random order of aggregation since the effect of order in sequential aggregation models will be tested in the following analysis. The other seven exposure distribution models are the Binomial Distribution (BIN), Beta Binomial Distribution (BBD), Hofmans Beta Binomial Distribution (HBBD, Leckenby and Boyd 1984b), Dirichlet Multinomial Distribution (DMD, Leckenby and Kishi 1984), Canonical Expansion Distribution Model (CANEX, Danaher 1991a), Conditional Beta Distribution (CBD, Kim 1994), and Morgensztern Sequential Aggregation Distribution Model (MSAD, Leckenby and Rice 1986), and these

existing seven models have been studied extensively and are selected to represent the spectrum of methods available for reach/frequency estimation (Hofmans 1966; Chandon 1976; Headen, Klompmaker, and Rust 1979; Kishi 1983; Leckenby and Boyd 1984; Rust and Leone 1984; Rice 1985; Rust 1986; Danaher 1988a; 1988b; Lee 1988; Danaher 1989b; Ju 1990; Leckenby and Kim 1992; Kim 1994; Leckenby and Hong 1998).

The newly developed CSD model will have several variations according to its six aggregation criteria and three order sequences. Therefore, a total of 19 (6 X 3 + random) variations of CSD modes are also tested in this study. In total, 26 (7 existing and 19 newly developed) models are included.

5.2 Web Audience Data*

The history of media exposure model studies shows that the used data sets for the accuracy assessment of the media models developed for the traditional media are such syndicated data as the *Simons Market Research Bureau* (SMRB), *A.C. Nielsen*, or, prior to their demise, *Arbitron*, Inc. These companies have provided the type of information needed for an initial test of the reach/frequency model performance for traditional media. Detailed information about the data

* *This author would like to gratefully acknowledge the assistance of comScore Networks (website: <http://www.comscore.com>) for their invaluable support in providing the data which serve as the basis of this study.*

collection by those companies will be found in the Lee's (1988) and Kim's (1994) studies.

Because this study mainly tests Internet audiences, it requires Internet data whose formation is similar to that of the data employed in the previous studies for comparison reasons. Currently, two companies, the *Nielsen NetRatings* and the *comScore Networks*, are the major Web data collectors. This study uses a Web audience data set, collected by the *comScore Networks* (*comScore*) (<http://www.comscore.com>). This company utilizes a user-centric way of collecting Web audience data. Formerly well-known Web audience data collecting company, the *Media Metrix*, was, in part, absorbed by *comScore* in 2002.

5.2.1. *comScore* Data Collection Methodology

The detailed procedures and methodology of the *comScore Media Metrix* Web audience data collection process were provided by *Media Metrix 2.0* (available at <http://www.comscore.com>).

Media Metrix 2.0 is the result of the integration of *Media Metrix*, which created online media measurement and set the industry standard for Internet reporting, and *comScore Networks'* capabilities to capture online transactions and niche audiences. *Media Metrix 2.0* is based upon a core panel of Internet users, supplemented by the work of university panels recruited online.

Media Metrix 2.0 uses Random Digit Dial (RDD) recruitment methodology to build the core U.S. panel. Recruitment starts with the acquisition of random-generated samples of telephone numbers from working exchanges and then matched to national directories to obtain mail-able addresses where possible. Households with matching phone numbers and mailing addresses are mailed a recruitment package seeking their participation in the panel. This mailer is designed to encourage panel membership by more fully describing the benefits of panel membership. Persons agreeing to panel membership are re-screened to confirm eligibility, then they join the panel by entering into a panel membership contract, including an expressed privacy agreement, and completing a short survey describing Internet users in the household.

Persons who use the Internet at work are directed to set-up measurement of their online behavior, if they are the primary user of their work PC. These persons comprise a very important sub-group within the core panel and comprise the base for at-work Internet reporting. Students (aged 18+) living in dormitories or off-campus apartments are also included in the College/University sample rather than Home sample. Panelists receive incentives ranging from \$15 quarterly to protection from viruses for their e-mail.

- Universe Enumeration

Media Metrix has contracted with *Wirthlin International* to conduct an ongoing survey of U.S. households to show who is using the World Wide Web. The surveys use probability sampling and random-digit dialing methodology. Each month, up to 1,000, 10+ minutes telephone interviews are completed with one person per household with up to five re-contacts. The information gathered by the enumeration surveys is used to derive estimates of the proportion of the U.S. population that currently uses the Internet. Also a three-month rolling average is used to ensure stability in proportion estimates derived from these surveys. The derived-proportions are then applied to U.S. Census data to calculate target population sizes.

Enumeration of students accessing the Web is similar to the above. The school population is segmented into two groups of students, those living in group quarters and those in a private residence headed by a full-time student. *Opinion Research Corporation (ORC) Caravan Surveys* provides the basic information used to derive the at-college Internet population proportion, which is then applied to estimates of the total number of students obtained from the National Center for Education Statistics to derive targets.

The enumeration is also used for determining variable-targets for sample balancing purposes. The variable-targets used include: gender, age, household income, number of people in households, presence of children and region.

Iterative proportional fitting is used to weight the panelist sample to correct for panel imbalances and thereby enhance its representation of the Internet population.

The enumeration procedure outlined above is used to establish universal estimates for Total Digital Media. Internet activity reported for the U.S. population is shown in the table below:

Table 5.2.1.1 Digital Media & US WWW Universes (October 2002)

	(Millions)
Total population: Persons 2+, used the Internet	142.7
Persons 2+, used the Internet at Home	123.8
Adults 18+, used Internet at Work	47.9
Adults used Internet at both Home/College and Work	38.5
Adults 18+, used Internet at University	9.5

- Data Collection Technology

Media Metrix 2.0 features *comScore*'s proprietary, patent-pending proxy measurement platform. This monitoring technology operates on a high-performance server network that captures usage data as it flows between each panelist's PC and the Internet. This represents a major improvement from the older approach of collecting data through a software "meter" installed on each

user's PC. This platform also captures complete details of crucial activities such as online buying, subscriptions, search engine queries, etc.

Proxy Methodology: Upon agreement to join the *comScore* panel, members' browsers are configured to unobtrusively route all Internet activity through *comScore*'s network of dedicated servers. At the start of Internet activity, panelists identify themselves from a list on the User Identification Screen, which allows for accurate measurement of user age, gender, education and other demographics. The identification screen disappears and computer usage continues as normal. If the computer is inactive for more than 30 minutes during an online session, the user is again prompted for identification, to ensure that any change in user is properly reflected.

All of the panelist's Internet activity is captured regardless of type of browser used. Activity is also captured regardless of whether an Internet connection is established via a commercial Internet Service Provider (ISP) or an office-hosted LAN. Information that can potentially be captured on an individual member basis includes every site visited, page viewed, ad seen, promotion viewed, product or service bought, price paid, and more.

Basic URL Capture: *Media Metrix 2.0* data are collected via a proxy server methodology that is very similar to that used to track server logs. The proxy captures the details of communication to and from a panelists' computer on a site-specific, individual-specific basis, ranging from every outgoing browser

command to view a page (i.e. internet content) to every incoming fulfillment including all pages, ad banners, pop-ups etc. Currently, requests for image files (this would include most banner ads) are not routed through proxy servers but to the servers serving these files. The proxy captures the full URL address of every individual item that comprises a page (request fulfillment) such as a banner, heading, etc. These are matched to a dictionary of URL addresses currently numbering over 175,000 Internet sites.

Page Viewed Methodology: A page view is defined as a page that has been fully loaded into a browser. There is no industry standard definition for a page in any of the Internet protocols. However, in a general sense a page consists of an HTML file plus all of the images/objects requested by the HTML. Page views are also counted in online services (e.g. AOL and MSN Explorer) and applications, as long as the content is loaded onto a page.

Page views represent the act of a user requesting a page from a site and the transmittal of that page to the user through the browser or online service. If the Web site is composed of two or more frames from the same domain, *Media Metrix 2.0* will only count the visit, page and duration of viewing of the main frame. And if the Web site is composed of two or more frames but these frames are from different domains, *Media Metrix 2.0* will count the visit, page and duration of viewing of the main frame. However, if the user selects content from the frame set, the visit, page and duration will go to the framed content.

5.2.2 Sample Data

For this study, the *comScore Media Metrix* randomly selected 5,000 panelists (1.9%) from the total U.S. sample of 266,514 active panelists for September 2003. When only the top 25 most visited Web sites in this study are considered, 3,201 panel members visited all of these top 25 sites at least one time in the two time periods measured (September 10 and September 17, 2003). Their total “unduplicated” visiting number is 10,423. Among them, only 1,833 panel members visited at least one of the top 25 Web sites during both of the time periods, and their total visits numbered 8,028. These 1,883 panel members are called “duplicated respondents” and their Web behaviors are analyzed in this study. The average number of visits to the top 25 Web sites for each panel member was 4.4 for the given two time periods.

Based on the duplicated respondents’ data, the average site audience, cumulative site audience, and between-vehicle duplication (cross-pairs) were defined on a weekly basis, using the definitions employed by the SMRB (SMRB 1984) as most previous studies have adopted.

- The Average Site Audience was calculated as:

Average Site Audience

= (Site viewers in Week 1 + Site viewers in Week 2) / 2

- The Cumulative Site Audience was calculated as:

Cumulative Site Audience

= (Site viewers in Week 1 or Site viewers in Week 2 or Both Viewers)

- The Between-Vehicle Duplication was calculated as:

Between-Vehicle Duplication = (Site 1 and Site 2 Viewers)

Table 5.2.2.1 and Table 5.2.2.2 show the average audience and cumulative audience, and within- and between- vehicle duplications of top 25 Web sites of September 2003. The average audience size of *yahoo.com* is the biggest-- almost half (49.02%) of the duplicated panel members visited *yahoo.com* at least once during the two measured time periods. The *aol.com* and *msn.com* sites also had a big average audience size, 44.33% and 38.16%, respectively. From the fourth-biggest site, *microsoft.com* (14.51%), the size of average audience drops rapidly, and the smallest average audience size for a Web site was only 1.09% of the audience.

Table 5.2.2.1 Average and Cumulative Audience of 2003 Top 25 Web Sites

Ranking	<i>comScore Networks</i> (September 2003)	Average Audience (%)	Cumulative Audience (%)
1	<i>yahoo.com</i>	49.02	58.05
2	<i>aol.com</i>	44.33	47.63
3	<i>msn.com</i>	38.16	45.17
4	<i>microsoft.com</i>	14.51	21.22
5	<i>ebay.com</i>	13.12	19.86
6	<i>google.com</i>	9.90	15.17
7	<i>go.com</i>	4.26	6.60
8	<i>netscape.com</i>	3.79	5.07
9	<i>windowsmedia.com</i>	3.46	5.84
10	<i>weather.com</i>	3.33	5.02
11	<i>digitalcity.com</i>	3.30	5.35
12	<i>amazon.com</i>	3.19	5.62
13	<i>lycos.com</i>	3.11	4.80
14	<i>mcafee.com</i>	3.00	3.71
15	<i>geocities.com</i>	2.92	5.56
16	<i>cnn.com</i>	2.59	4.31
17	<i>msnbc.com</i>	2.37	3.93
18	<i>earthlink.net</i>	2.35	3.16
19	<i>overture.com</i>	2.21	3.98
20	<i>real.com</i>	2.07	3.60
21	<i>bankofamerica.com</i>	2.05	2.95
22	<i>excite.com</i>	1.94	2.51
23	<i>ask.com</i>	1.53	2.73
24	<i>monster.com</i>	1.42	2.40
25	<i>netzero.net</i>	1.09	1.75

The average observed within-duplications (self-pairs) of the top 25 Web sites is 6.08%, while the average of observed between-duplications (cross-pairs) is less than 1% (Table 5.2.2.2). Interestingly, this summary table of duplications (Table 5.2.2.3) indicates Web users' changed activities during the last several years, when compared to the results of the 1997 *Media Metrix* Web audience data set (Hong 1998). The size of within-vehicle duplication of 2003 (6.08 %) becomes far larger than that of the 1997 data set (1.90%), and the size of the between-vehicle duplication has slightly increased from .42% in 1997 to .68% in 2003. This can be understood like this: current Web users (2003) visit sites that they have previously been to more often than early Web users did (1997).

Table 5.2.2.2 Within- and Between- Duplication of 2003 Top 25 Web Sites

	<i>comScore Networks</i> (2003)			
	Mean (%)	Std. Dev.	Max. (%)	Min. (%)
Observed Within Duplication*	6.08	12.05	41.03	0.28
Observed Between Duplication**	0.68	1.75	17.4	0.00

* Top 25 Web Sites

* *300 distinct vehicle pair

Table 5.2.2.3 Within- and Between- Duplication of 1997 Top 50 Web Sites
(Hong 1998, p.244)

	<i>Media Metrix (1997)</i>			
	Mean (%)	Std. Dev.	Max. (%)	Min. (%)
Observed Within Duplication*	1.90	3.00	13.06	1.3
Observed Between Duplication**	0.42	0.68	8.20	0.02

* Top 50 Web Sites

** 1,225 distinct vehicle pair

5.2.3 Test Schedules

This study examined error factors in multi-vehicle, two-insertion advertisements on a total of 560 Web schedules for each of the twenty-six models. Vehicles were randomly selected from the 25 most visited Web sites of September 2003. Forty completely random Web schedules were developed for each of the fourteen schedule sets, where a set consisted of a given number of vehicles ranging from two to fifteen. The vehicles each contained two insertions that were compatible with the tabulation and measurement systems over Week 1 and Week 2. The tabulated schedules were randomly selected from 2 to 15 vehicles in each schedule, with 2 inserts each for a total of 30 exposures maximum. Therefore, the provided exposure distributions ranged in size from

four insertions to thirty insertions total. The detailed, randomly selected 560 sample schedules are found in Appendix A.

5.2.4 Tabulation of Data

The provided Web audience data needed to be tabulated into a format that enabled the computer to produce the observed distribution for any combination of vehicles in a schedule. Tabulation refers to a head count of respondents, which determines whether they have actually been exposed to the Web vehicles included in a given advertising schedule. For each schedule of this study, tabulation involved counting person-by-person exposures to each of the vehicles in each of the two measurement phases (week 1 and week 2). This results in the “true” answer for the sample of exposure to the schedule vehicles over two occasions. This shows, in a two-vehicle schedule, for example, the proportion of the sample exposed no times, one time, two times, three times, or four times to the vehicles in the schedule.

The audience data files were processed by the computer tabulation programs to produce the observed exposure distribution and the estimated exposure distribution of different media models. The reach and frequency distributions for these schedules were then estimated using the twenty-six tested models. The performance of the models was assessed using the standard error criteria described below.

5.3 Evaluation Criteria for Model Performance

Many criteria for the model performance have previously been developed and tested by researchers (Chandon 1976; Headen, et al. 1979; Kishi and Leckenby 1981; Rust and Klompmaker 1981; Leckenby and Kishi 1982a; Leckenby and Boyd 1984b; Rust and Leon 1984; Rice 1985; Danaher 1992b). And the accuracy of different models depends on the manner in which error is defined in the study.

In this study, two different error factors, the error in reach estimation (AER) and the error in the exposure frequency distribution (APE), are adopted from previous studies (Kishi and Leckenby 1981; Leckenby and Kishi 1984; Lee 1988; Kim 1994; Leckenby and Hong 1998; Kim and Leckenby 2000). Danaher (1991a; 1992a) used the same definitions to evaluate his models even though the name was different in his studies. These two errors will show the average model performance and how a model departs from the observed reach and frequency distribution.

In addition, the average time used for each schedule is included for estimating practical applications.

5.3.1 Average Percentage Error in Reach Estimate (AER)

The average error in reach estimates (AER) for the test schedules was defined as the absolute value of the difference between the observed and

estimated reach expressed as a percentage (Kishi 1981; Kishi and Leckenby 1982; Boyd and Leckenby 1984; Rice 1984; Lee 1988; Kim 1994). This measure indicates the average error in a reach estimate of the total number of schedules as a percentage of each observed scheduled reach.

$$AER = \frac{(\sum_{i=1}^K \frac{o_i - e_i}{o_i})}{K}$$

where;

o_i = observed reach of schedule i

e_i = estimated reach of schedule i

K = total number of schedules.

5.3.2 Average Percentage Error in Exposure Distribution (APE)

The error in each exposure level is simply defined as the absolute difference between the observed and estimated frequencies (Kishi 1981; Kishi and Leckenby 1982; Rice 1984; Lee 1988; Kim 1994). The average percentage error in the exposure distribution (APE) indicates the average percentage error in the distribution of all schedules as a percentage of the observed scheduled reach.

$$APE = \frac{[\sum_{i=1}^K \frac{(\sum_{j=1}^k |o_{ij} - e_{ij}|)}{\sum_{j=1}^k o_{ij}}]}{K}$$

where;

o_{ij} = observed frequency at exposure level j of schedule i

e_{ij} = estimated frequency at exposure level j of schedule i

K = total number of schedules.

The smaller these errors (AER and APE) are, the better the advertising media model performs in estimating the reach and frequency of a schedule.

5.3.3 Average Calculation Time (TIME)

In addition to those two error definitions related to estimation of the accuracy of each model, the average time used for each schedule is included for estimating practical applications (Kim 1994).

$$Time = \frac{\sum_{i=1}^K T_i}{K}$$

where;

T_i = computing time in seconds used for schedule i

K = total number of schedules.

Chapter 6

Results

This chapter first discusses the relative performance of the eight main media exposure models (the seven existing media exposure models plus the newly developed CSD model) tested with the 2003 *comScore* data in terms of magnitude of error in reach (AER), error in exposure distribution (APE) and average time used for a schedule (TIME).

Then, the issue of determination of the sequential aggregation model, especially with regards to the CSD model, is discussed in terms of the different criteria of order and the methods of sequential aggregation. This discussion also attributes the issue of ‘declining reach’ in the media exposure reach and frequency distribution model.

6.1 Overall Performance of Eight Media Exposure Models

The eight models’ performances tested against the 2003 *comScore* data set: Binomial distribution model (BIN), Beta Binomial Distribution (BBD), Conditional Beta Binomial Distribution (CBD), Canonical Expansion Distribution model (CANEX), Hofmans’ Beta Binomial Distribution model (HBBD), Morgensztern Sequential Aggregation Distribution model (MSAD), Dirichlet Multinomial Distribution model (DMD), and Canonical Sequential Aggregation

Distribution model (CSD random), are summarized in Table 6.1.1. A total of 560 sample schedules were tested on this data set, and all sample schedules had an equal insertion (i.e., two insertions for each vehicle in a schedule).

The newly developed model in this study, the CSD random model, produced the most accurate reach estimates, and the second-best estimates of exposure distribution. The CSD model has an average percentage error in reach of 1.548% and an average percentage error of distribution of 10.19%. The CANEX model produced similar results. It had the second-best estimate for AER (1.550%) and the most accurate estimate for APE (8.75%). The CBD produced the third-best estimates in AER and APE (1.64% and 11.30%, respectively). The other five reach/frequency estimation models produced relatively higher AERs and APEs ranging from 3.46% to 15.14% for AER and 11.42% to 45.40 % for APE. Overall, CSD, CANEX, and CBD are very accurate media exposure estimation models for 2003 Internet data.

In terms of computing time, CANEX is the most time-demanding model as found in previous studies (Danaher 1992a, Kim 1994), especially for a larger schedule. The other models were computed using a 1.50GHz processor and 1 GB of RAM on a personal computer.

Table 6.1.1 Summary of Average Error Calculations of Eight Models

Model	Error Type		
	AER (%)	APE (%)	TIME (Sec)
BIN	15.14	45.40	.001
BBD	5.77	33.68	.001
CBD	1.64	11.30	2.654
CANEX	1.550	8.75	154.795
HBBD	3.46	33.20	.003
MSAD	3.51	11.42	.010
DMD	7.11	28.29	.003
CSD	1.548	10.19	.008

6.1.1 AER Results of Eight Media Exposure Models

The complete exposure distribution pattern and the magnitude of error for each schedule are presented in the Appendix B.

Table 6.1.1.1 shows the Average Error in Reach (AER) results for the sample of 560 schedules. Of the eight models, the CSD (random) produced the lowest error, followed by the CANEX and CBD. The magnitude of AER for those three models is very small: 1.548%, 1.550%, and 1.64%, respectively. The other five media exposure models' AERs are relatively large, ranging from 3.46% to 15.14%. HBBD shows an AER of 3.46% and MSAD an AER of 3.51%. Interestingly, BBD produced relatively high AER (5.77%) and the multivariate model, DMD, had an AER of 7.11%. Not surprisingly, the simplest model, Binomial, had the highest AER-- 15.14%.

Overall, CSD, CANEX, and CBD perform better than the others do. The ANOVA summary table for AER indicates that the differences in AER among different models are statistically significant at the probability level of .05 (Table 6.1.1.2). Subsequent ‘Tukey multiple pairwise comparisons’ and ‘Homogeneous subsets’ from the Tukey test (uses the studentized range statistic to make all of the pairwise comparisons between groups) reveal that these three models are statistically superior to the others but are not significantly different from each other in accuracy of reach estimation. HBBD and MSAD models are the second best followed by BBD, DMD and the Binomial model (Table 6.1.1.3 and Table 6.1.1.4).

Table 6.1.1.1 Average Error in Reach (AER) of Eight Models

Model	AER (%)	S.D.	Minimum	Maximum
BIN	15.14	9.21	.30	52.07
BBD	5.77	3.33	.36	18.27
CBD	1.64	1.05	.00	5.24
CANEX	1.550	1.15	.00	5.28
HBBD	3.46	2.81	.00	10.87
MSAD	3.51	3.03	.00	13.22
DMD	7.11	8.60	.05	50.00
CSD	1.548	1.15	.00	5.28

Table 6.1.1.2 ANOVA Source Table for Error in Reach Estimation (AER) of Eight Models

Data set	Sum of Squares	d.f.	Mean Square	F
comScore 2003	Between Groups	7	11800.211	494.771*
	Within Groups	4472	23.850	
	Total	4479		

* significant at $p \leq .05$

Table 6.1.1.3 Tukey Multiple Pairwise Comparison of Eight Models for AER (Matrix of Pairwise Mean Differences: Row - Column)

	BIN	BBD	CBD	CANEX	DMD	HBBD	MSAD
BBD	9.37*						
CBD	13.50*	4.13*					
CANEX	13.59*	4.22*	.09				
DMD	8.03*	-1.34*	-5.47*	-5.56*			
HBBD	11.67*	2.31*	-1.82*	-1.91*	3.65*		
MSAD	11.62*	2.26*	-1.88*	-1.96*	3.59*	-.06	
CSD	13.59*	4.22*	.09	.003	5.56*	1.91*	1.97*

* significant at $p \leq .05$

Table 6.1.1.4 Homogeneous Subsets of Eight Models for AER
(Subset for alpha = .05)

Model	1	2	3	4	5
CSD	1.548				
CANEX	1.551				
CBD	1.637				
HBBD		3.458			
MSAD		3.515			
BBD			5.771		
DMD				7.106	
BIN					15.138

All three of the best reach estimation models use the canonical expansion distribution directly or indirectly. As found in previous studies, the canonical distribution or adapted model usually performed well in traditional media (e.g., Kim 1994, Leckenby and Hong 1998).

6.1.2 APE Results of Eight Media Exposure Models

While the AER estimates the average percentage accuracy of reach, total exposure rate as a whole, the APE, counts accuracy at each level of the exposure distribution except for the none-exposure level. Therefore, the error size of APE is usually larger than the AER because larger schedules increase the potential for estimation error.

The overall results for APE for the sample of 560 schedules are also shown in Table 6.1.2.1. Of the eight models studied, the CANEX had the lowest APE followed by the CSD random and the CBD. The magnitude of the APE of those three models is 8.75%, 10.19%, and 11.30%, respectively. The other sequential model, MSAD, also produced a relatively small APE of 11.42%. In other words, two multivariate models, CANEX and CBD, and two sequential models, CSD and MSAD, produced generally small APEs. The rest of the models had generally large APEs ranging from 28.29% to 45.40%. DMD had an APE of 28.29% and the other three models showed an APE of over 30%.

Overall, the four exposure models, CANEX, CSD, CBD, and MSAD are superior to the other models for 2003 Internet audience data set. The ANOVA summary table for APE indicates that the differences in APE among different models are significant at the probability level of .05 (Table 6.1.2.2). Subsequent Tukey tests reveal that four models, CANEX, CSD, CBD, and MSAD, are statistically superior to the rest but there are slight differences among them. The CANEX model clearly shows statistically different performance from the CBD and MSAD models but not from the CSD model. CSD has dual positions, at the best subset and second-best subset at the same time (Table 6.1.2.3 and Table 6.1.2.4).

Table 6.1.2.1 Average Percentage Error in Exposure Distribution (APE) of Eight Models

Model	AER (%)	S.D.	Minimum	Maximum
BIN	45.40	19.74	16.66	152.52
BBD	33.68	16.39	2.16	112.96
CBD	11.30	8.25	.43	31.59
CANEX	8.75	5.60	.43	26.24
HBBD	33.19	17.6	3.84	109.15
MSAD	11.42	8.06	.49	31.76
DMD	28.29	16.26	3.30	97.47
CSD	10.19	7.68	.47	30.77

Table 6.1.2.2 ANOVA Source Table for Error in Exposure Distribution (APE) of Eight Models

Data set	Sum of Squares	d.f.	Mean Square	F
comScore 2003	Between Groups	7	110830.977	606.689*
	Within Groups	4472	182.682	
	Total	4479		

* significant at $p \leq .05$

Table 6.1.2.3 Tukey Multiple Pairwise Comparison of Eight Models for APE
(Matrix of Pairwise Mean Differences: Row - Column)

	BIN	BBD	CBD	CANEX	DMD	HBBD	MSAD
BBD	11.72*						
CBD	34.10*	22.38*					
CANEX	36.66*	24.93*	2.55*				
DMD	17.11*	5.39*	-16.99*	-19.54*			
HBBD	12.21*	.49	-21.89*	-24.45*	-4.90*		
MSAD	33.98*	22.25*	-.13	-2.68*	16.86*	21.77*	
CSD	35.21*	23.49*	1.11	-1.45	18.10*	23.00*	1.23

* significant at $p \leq .05$

Table 6.1.2.4 Homogeneous Subsets of Eight Models for APE
(Subset for $\alpha = .05$)

Model	1	2	3	4	5
CANEX	8.745				
CSD	10.193	10.193			
CBD		11.299			
MSAD		11.424			
DMD			28.289		
HBBD				33.192	
BBD				33.678	
BIN					45.401

6.1.3. Average Calculation TIME of Eight Media Exposure Models

Although rapid improvements in computer technology have taken place, handling of multivariate joint probabilities still requires considerable computational time. A media planner must match different numbers and types of vehicles to achieve the best combination within budget and time constraints. A model requiring more than 25 minutes for testing one schedule (i.e., fifteen vehicles for CANEX) may not be plausible or pragmatic. Most models except the CANEX model work fast enough to be practical. The CANEX model works as fast as other models on small and medium-sized schedules, but for large schedules with twelve or more vehicles, it requires considerable time. This is because the model operates by calculation of joint probabilities whose numbers increase exponentially as more vehicles are included in a schedule. This is also one reason that Kim (1994) developed a different multivariate model, CBD (the variation of CANEX).

Overall, the two multivariate models (CANEX and CBD) and the newly developed sequential aggregation model (CSD) seem to be the greatest models based on the proposed evaluation criteria, AER and APE. However, the CANEX model, because of its time constraints, may not be the best option.

The CANEX and CBD need to be carefully applied in practice because of the negative probability that both models produce. Although Danaher (1991)

stated that the negative outcomes “occur in only .39% of the 1,368,802 estimated probabilities in the sequel, and the order of magnitude of these negative probabilities averaged around 10^{-7} , which is small enough to be set zero in practice (p.363-4)”, in Kim’s 1994 study, the probability of people at exactly two insertions in a given schedules of CANEX was negative. It is difficult to easily ignore the negative probability in frequency level two since it usually accounts for many audiences. Similarly, the CBD model also experienced negative frequencies in this study, though this was not found in Kim’s study. This could happen because the two studies used different data sets but it also implies that the canonical expansion-based multivariate models produce the negative frequency.

Thus, among the three well-performing models in this study-- CANEX, CBD, and CSD—practically, the CSD model is best because it does not produce any negative frequency and is calculated in reasonable time. However, it seems to be difficult to state that one model is best. Therefore, it must be emphasized that the application of one model to very different situations needs more careful consideration.

6.1.4 Media Model Application to the Web Audience

The consequences of this study additionally present the application of the traditional media exposure models to the Internet, as Leckenby and Hong (1998) first attempted. That study has several similarities with this current study: 1) the

six media exposure models used in the 1998 study are also tested in the current study; 2) the data are collected by the same company using the same data collection methods (the company name was changed from *Media Metrix* to *comScore*, but it is the same company); and 3) the research design, including the schedule formation and numbers, is comparable. Therefore, this study confirms the applicability of exposure models to the traditional media and to the Internet and provides some insight into the differences of Web users' usage patterns between two time periods.

The applicability of traditional media exposure models is reaffirmed by this study. As shown in Table 6.1.4.1 and Table 6.1.4.2, the existing six models developed for traditional media perform reasonably well for the Internet in both time periods. The ranges of AERs and APEs for both time periods are comparable to the results of traditional media as discussed in Chapter 4.2 (Table 4.2.1 to Table 4.2.4).

Meanwhile, direct comparison of the two studies shows interesting changes in Web audience behavior during the last several years. Generally, the AERs of the two data sets of the six models are not much different. Hong (1998) indicated that "the fact that the BBD performs so well for the Web compared to its history of performance in other media types is an indication of the simplicity of the distributions for these Web media schedules (p.243)." However, the well-known univariate model, BBD, performs far worse for the 2003 data set, and the

magnitude of AER increased over 100%. Meanwhile, the performance of the multivariate model, CBD, performs better for the 2003 Web data. The simple media models perform worse for recent Web data while the complex media models perform better for the recent Web data set. These results indicate that the Web audience behavior has changed during the last five or six years. This makes sense since the beginning of the Internet was 1995. So, Internet usage patterns of 1997 were relatively simple but after several years they became more complex.

The 2003 data has a larger APE than the 1997 data set. All of the APEs for the 2003 data, except those for MSAD, are larger than those in 1997. Among them, the performances of BBD and HBBD are somewhat interesting. While the four other models are not much different with regards to APEs, the performances of BBD and HBBD became worse in the 2003 data set. As implied in the AER comparison, this phenomenon can be attributed to the changed Web environment and behavior patterns.

Table 6.1.4.1 Comparison of AERs of 1997 and 2003 Web Audience Data

Model (n=560)	AER (%)	
	1997 Data	2003 Data
Binomial	21.00	15.14
BBD	2.50	5.77
CBD	2.43	1.64
DMD	6.67	7.11
HBBD	2.23	3.46
MSAD	3.51	3.51

Table 6.1.4.2 Comparison of APEs of 1997 and 2003 Web Audience Data

Model (n=560)	APE (%)	
	1997 Data	2003 Data
Binomial	41.50	45.40
BBD	8.63	33.68
CBD	9.66	11.30
DMD	24.10	29.28
HBBD	9.78	33.19
MSAD	18.80	11.42

6.2 Order of Sequential Aggregation Model

This section discusses the performance of the nineteen reach and frequency distribution estimation of CSD variation models, which differ in aggregation criterion and order, and are tested in terms of the magnitude of error in reach and exposure distribution.

In 1988, Lee extensively examined the criteria order in the sequential aggregation model. He mainly utilized seven variations of the Morgenstern Sequential Aggregation (MSAD) model and introduced seven different audience variables to select the best determinant of aggregation order. Lee found that the net pairwise vehicle audience (NET) criterion generated the smallest errors in magazine audience estimation (1988) and confirmed that the order of aggregation is an important factor influencing the accuracy of estimation.

While Lee (1988) extensively tested the various audience variables to determine aggregation order, he used only one aggregation method, sequentially aggregate vehicles based on the biggest audience size first precedence. As discussed in the methods chapter, this study utilizes three more ways of sequential aggregation, in addition to those seven criteria used in Lee's study (1988) to find out the best aggregation procedure.

6.2.1 AER and APE Results of Nineteen CSD Models

The comparisons of AER and APE in each of the nineteen CSD variation models are presented to find out the best aggregation criterion and way of aggregation.

6.2.1.1 Average Percentage Error in Reach (AER) of Nineteen CSD Models

As Lee found (1988), the ‘BC (he refers to it as Net) criterion’ with the ‘forward aggregation way (F)’ works best to produce the AER. The average error size of reach of BC (NET)-F (using the size of the net audience with the forward way of aggregation) is very accurate at 1.532%. The ‘TD criterion (using the combined size of between- and within-duplication)’ with the ‘mixed way of aggregation’ produced the worst AER (1.707 %) for the 2003 *comScore* data set. However, the average error sizes of all nineteen models are not very different from each other and are still very accurate compared to those of other existing models. The detailed descriptions of the AER results for all nineteen CSD variation models are shown in Table 6.2.1.1.1.

Table 6.2.1.1.1 Average Percentage Error in Reach (AER) of Nineteen CSD Models (N = 560)

Model	AER (%)	S.D.	Minimum	Maximum
SA_F	1.533	1.148	.000	5.277
SA_B	1.551	1.153	.000	5.277
SA_M	1.541	1.150	.000	5.277
WD_F	1.534	1.148	.000	5.277
WD_B	1.551	1.153	.000	5.277
WD_M	1.700	1.313	.000	6.000
CM_F	1.535	1.148	.000	5.277
CM_B	1.551	1.153	.000	5.277
CM_M	1.536	1.163	.000	5.350
BD_F	1.535	1.148	.000	5.277
BD_B	1.551	1.153	.000	5.277
BD_M	1.581	1.189	.000	5.477
BC_F	1.532	1.148	.000	5.277
BC_B	1.551	1.153	.000	5.277
BC_M	1.551	1.157	.000	5.277
TD_F	1.534	1.148	.000	5.277
TD_B	1.551	1.153	.000	5.277
TD_M	1.707	1.295	.000	5.859
Random	1.548	1.152	.000	5.277

As suspected, the ANOVA results in Table 6.2.1.2 show that a statistical difference is not found in the AER for the models. Although there is a difference among the tested models, it is not statistically significant. Therefore, this study

cannot statistically confirm what Lee (1988) found in his study. As a result, the following Tukey test results also subset all the nineteen models into one same group.

Table 6.2.1.1.2 ANOVA Source Table for Error in Reach (AER) of Nineteen CSD Models

Data set	Sum of Squares	d.f.	Mean Square	F
comScore 2003	Between Groups	18	1.47	1.08
	Within Groups	10621	1.37	
	Total	10639		

6.2.1.2 Average Percentage Error in Exposure Distribution (APE) of Nineteen CSD Models

The ‘WD criteria (using the size of within-duplication)’ with ‘forward (F)’ produces the lowest APE with 9.505% among the nineteen models and the ‘BD criterion (using the size of between-duplication)’ with ‘backward (B)’ generates the worst APE with 10.392%. Again, as shown in the AER results, the difference between best and worst models is not big-- only less than one percent. ANOVA and Tukey tests were conducted as well to find any statistical difference among the models in generating APE.

The detailed descriptions of the APE results for all used nineteen models are shown in Table 6.2.1.2.1.

Table 6.2.1.2.1 Average Percentage Error in Exposure Distribution (APE) of Nineteen CSD Models (N = 560)

Model	APE (%)	S.D.	Minimum	Maximum
SA_F	9.541	6.712	.465	29.267
SA_B	10.215	7.967	.465	30.604
SA_M	9.640	6.853	.465	29.949
WD_F	9.505	6.689	.465	29.257
WD_B	10.109	7.806	.465	30.322
WD_M	10.031	6.777	.465	29.991
CM_F	9.558	6.717	.465	29.288
CM_B	10.215	7.965	.465	30.584
CM_M	9.627	6.806	.465	29.836
BD_F	9.516	6.604	.465	28.740
BD_B	10.392	7.984	.465	31.861
BD_M	9.745	6.829	.465	30.322
BC_F	9.533	6.711	.465	29.246
BC_B	10.301	7.960	.465	30.604
BC_M	9.701	6.867	.465	30.539
TD_F	9.507	6.692	.465	29.257
TD_B	10.109	7.806	.465	30.322
TD_M	10.022	6.843	.465	30.487
Random	10.193	7.680	.465	30.766

As shown in AER results, the ANOVA and subsequent Tukey test confirm that all nineteen models are not statistically different in generating the average

error of exposure distribution. Again, the Tukey test results include all nineteen models in the same group.

Table 6.2.1.2.2 ANOVA Source Table for Error in Exposure Distribution (APE) of Nineteen CSD Models

Data set	Sum of Squares	d.f.	Mean Square	F
comScore 2003	Between Groups	18	56.95	1.10
	Within Groups	10621	51.74	
	Total	10639		

In summary, the CSD variation models are not statistically different in generating AER and APE.

6.2.2 Used Criteria Tests for Nineteen CSD Models

Because the tested individual models are not statistically different, this section analyzes the combined criteria to find any statistical differences by the criteria for the models. For this study, a total of seven criteria (six audience variables—adopted from Lee’s 1998 study, plus one random criterion) are used. This part does not consider the ways of aggregation.

6.2.2.1 AER Results by Seven Used Criteria

The description of the AER for all seven criteria is shown in Table 6.2.2.1.1. The used criterion ‘CM (using the size of within accumulative

audience)’ produces the lowest AER with 1.5406% and ‘TD (using the combination of between- and within-duplication)’ criterion generates the highest AER with 1.597% for the 2003 *comScore* data. The difference between the best and worst models looks small (less than .05 percent). The remaining criteria produce slightly different AERs ranging 1.541% to 1.595%. To verify these differences are statistically significant, the following ANOVA and Tukey tests were conducted.

The ANOVA results in Table 6.2.2.1.2 show that there are not statistically significant differences among the seven criteria used to produce AERs. As a result, the subsequent Tukey test subsets all seven models into one group.

Table 6.2.2.1.1 Average Percentage Error in Reach (AER) by Used Criteria of Nineteen CSD Models

Model	AER (%)	S.D.	N	Minimum	Maximum
SA	1.541	1.150	1680	.000	5.277
WD	1.595	1.209	1680	.000	6.000
CM	1.540	1.154	1680	.000	5.350
BD	1.555	1.163	1680	.000	5.477
BC	1.545	1.152	1680	.000	5.277
TD	1.597	1.203	1680	.000	5.859
Random	1.548	1.15	560	.000	5.277

Table 6.2.2.1.2 ANOVA Source Table for Error in Reach (AER) by Used Criteria of Nineteen CSD Models

Data set	Sum of Squares	d.f.	Mean Square	F
comScore 2003	Between Groups	6	1.01	.74
	Within Groups	10633	1.37	
	Total	10639		

In summary, the seven criteria used do not affect the generation of different means of AER. In other words, any criterion used to estimate the AER for the 2003 Internet audience would produce the same estimates, statistically.

6.2.2.2 APE Results by Seven Used Criteria

The APEs of all seven criteria are shown in Table 6.2.2.2.1. The ‘SA (using the size of vehicle audience)’ criterion generates the lowest APE with 9.798% while the random model generates the highest APE with 10.1923%. As in the case of AER, the difference between these two models is not big enough to distinguish the average percentage error in exposure distribution. The Table 6.2.2.2.2 ANOVA results show that there is not a statistically significant difference among the seven criteria. Thus, the following Tukey test put all nine models into the same group.

Table 6.2.2.2.1 Average Percentage Error in Exposure Distribution (APE) by Used Criteria of Nineteen CSD Models

Model	APE (%)	S.D.	N	Minimum	Maximum
SA	9.798	7.201	1680	.465	30.604
WD	9.882	7.109	1680	.465	30.322
CM	9.800	7.187	1680	.465	30.584
BD	9.884	7.170	1680	.465	31.861
BC	9.845	7.204	1680	.465	30.604
TD	9.879	7.131	1680	.465	30.487
Random	10.193	7.680	560	.465	30.766

Table 6.2.2.2.2 ANOVA Source Table for Error in Reach (AER) by Used Criteria of Nineteen CSD Models

Data set	Sum of Squares	d.f.	Mean Square	F
comScore 2003	Between Groups	6	12.81	.25
	Within Groups	10633	51.77	
	Total	10639		

6.2.3 Ways of Aggregation Results of Nineteen CSD Models

This part discusses the effects of the way of aggregation on generating the AER and APE for the tested model not considering the seven criteria discussed above.

6.2.3.1 AER Results by Ways of Aggregation

As Table 6.2.3.1.1 shows, the ‘forward’ way of aggregation produces the lowest average error in reach estimation with 1.534% while the ‘mixed’ way of aggregation generates the highest AER with 1.603%. The ‘backward’ and ‘random’ ways are positioned in the middle with error sizes of 1.551% and 1.548%, respectively. These differences are not statistically significant, so the Tukey test combined all four ways into the same group. The ANOVA results in Table 6.2.3.1.2 show that there are not significant differences among the used criteria to produce AERs.

Table 6.2.3.1.1 Average Percentage Error in Reach (AER) by Ways of Aggregation of Nineteen CSD Models

Model	AER (%)	S.D.	N	Minimum	Maximum
Forward	1.534	1.147	3360	.000	5.277
Backward	1.551	1.153	3360	.000	5.277
Mixed	1.603	1.214	3360	.000	6.000
Random	1.548	1.152	560	.000	5.277

Table 6.2.3.1.2 ANOVA Source Table for Error in Reach (AER) by Ways of Aggregation of Nineteen CSD Models

Data set	Sum of Squares	d.f.	Mean Square	F
comScore 2003	Between Groups	3	2.91	2.13
	Within Groups	10636	1.37	
	Total	10639		

6.2.3.2 APE Results by Ways of Aggregation

The average percentage error in exposure distribution by ways of aggregation is shown in Table 6.2.3.2.1. The ‘forward’ way of aggregation generates the lowest APE with 9.526% and the ‘backward’ way of aggregation generates the highest APE with 10.224%. The ‘mixed’ way produces the second-best APE (9.794 %), followed by the ‘random’ way (10.193 %).

ANOVA results in Table 6.2.3.2.2 show that these different ways of aggregation generate different error means in APE. The *F* test result is statistically significant at the probability level of .05. Subsequent Tukey test results (Table 6.2.3.2.3) clearly reveal that the ‘forward’ and ‘backward’ ways of aggregation generate different means of APE. However, the ‘mixed’ and ‘random’ ways of aggregation are not clearly separate from these other two ways of aggregation. The homogeneous subset result (Table 6.2.3.2.4) shows that these four ways of aggregation are mainly divided into two separate groups. As shown, ‘forward,’ ‘mixed,’ and ‘random’ ways of aggregation are grouped into one, while ‘mixed,’ ‘random,’ and ‘backward’ ways of aggregation are grouped into the other. Again, ‘mixed’ and ‘random’ ways of aggregation are not statistically different from ‘forward’ or ‘backward’ ways in generating APE, while the ‘forward’ way is better than the ‘backward’ way of aggregation in generating lower APE.

Table 6.2.3.2.1 Average Percentage Error in Exposure Distribution (APE) by Ways of Aggregation of Nineteen CSD Models

Model	APE (%)	S.D.	N	Minimum	Maximum
Forward	9.526	6.683	3360	.465	29.288
Backward	10.224	7.910	3360	.465	31.861
Mixed	9.794	6.826	3360	.465	30.539
Random	10.193	7.680	560	.465	30.766

Table 6.2.3.2.2 ANOVA Source Table for Error in Exposure Distribution (APE) by Ways of Aggregation of Nineteen CSD Models

Data set	Sum of Squares	d.f.	Mean Square	F
comScore 2003	Between Groups	3	297.99	5.77*
	Within Groups	10636	51.68	
	Total	10639		

* significant at $p \leq .05$

Table 6.2.3.2.3 Tukey Multiple Pairwise Comparison of Ways of Aggregation for APE of Nineteen CSD Models

(Matrix of Pairwise Mean Differences: Row - Column)

	Forward	Backward	Mixed
Backward	-.697*		
Mixed	-.268	.429	
Random	-.666	.031	-.399

* significant at $p \leq .05$

Table 6.2.3.2.4 Homogeneous Subsets of Ways of Aggregation for APE of Nineteen CSD Models (Subset for alpha = .05)

Ways of Aggregation	N	Subset 1	Subset 2
Forward	3360	9.526	
Mixed	3360	9.794	9.794
Random	560	10.193	10.193
Backward	3360		10.224

6.2.4 Overall Results of Determinants in Nineteen CSD Models

The CSD variations' media exposure performances are summarized in Table 6.2.4.1. As shown previously, they each produced an error size that was not statistically different from the other models. This result is not consistent with Chandon's notion (1976) and Lee's findings (1988) that different aggregation orders generate different error sizes. This study probably found different results from Lee's because the studies applied different reach formulas, i.e., Morgensztern formula for Lee's study and Canonical expansion formula for this study, in examining the order effects in sequential aggregation model.

However, in terms of ways of aggregation, a different way of aggregation produced a statistically different error size. The 'forward' way of aggregation generated the least AER and APE, and the 'mixed' and 'backward' ways of aggregation produced slightly larger AER and APE.

Table 6.2.4.1 AER and APE Results of Nineteen CSD Variation Models by Criteria and Sequential Ways of Aggregation

Criteria	Aggregation Way	AER	APE
SA	Forward	1.533	9.541
	Backward	1.551	10.215
	Mixed	1.540	9.640
WD	Forward	1.534	9.505
	Backward	1.551	10.109
	Mixed	1.700	10.031
CM	Forward	1.535	9.558
	Backward	1.551	10.215
	Mixed	1.536	9.627
BD	Forward	1.535	9.516
	Backward	1.551	10.392
	Mixed	1.581	9.745
BC	Forward	1.533	9.533
	Backward	1.551	10.301
	Mixed	1.551	9.701
TD	Forward	1.534	9.507
	Backward	1.551	10.109
	Mixed	1.707	10.022
Random		1.548	10.193

This phenomenon of different ways of aggregation producing different error sizes is re-examined via the multivariate analysis of variance (MANOVA) test. The MANOVA test results (Table 6.2.4.2) show the overall relationship

among the ‘used criteria’ and ‘ways of aggregation’ with two kinds of errors, AER and APE, together.

Table 6.2.4.2 Standardized Coefficients and Inferential Statistics of MANOVA for Nineteen CSD Models

		Wilks’ Lambda	F (d.f.)	Std. Discriminant Function Coefficients	F
Used Criteria	AER	.998	1.30 (12, 21240)	N/A	N/A
	APE			N/A	N/A
Ways of Aggregation	AER	1.000	2.49* (4, 21240)	.95	3.71*
	APE			.37	1.14
Criteria by Ways	AER	.999	.57 (20, 21240)	N/A	N/A
	APE			N/A	N/A

* significant at $p \leq .05$

As Wilks’ Lambda and the subsequent F test results in Table 6.2.4.2 show, only the ‘ways of aggregation’ factor is statistically affecting the generation of AER and APE at the probability level of .05. The ‘used criteria’ factor does not affect the production of differences in AER and APE. Also, the interaction factor of ‘used criteria’ and ‘ways of aggregation’ does not affect the generation of AER and APE. Thus, this result shows that only the ‘ways of aggregation’ affects the mean of each error (AER and APE) while the ‘used criteria’ do not.

In addition, each factor's standardized coefficients in Table 6.2.4.2 give an idea about which dependent variable (AER or APE) contributed to the overall differences in each factor ('used criteria,' 'ways of aggregation,' or 'used criteria by ways of aggregation'). An F test of these coefficients shows that only the AER dependent variable is statistically significant at the probability level of .05, and the size of the coefficients can be interpreted as follows: For the 'ways of aggregation' factor, the 'AER (.95)' variable has a greater impact than the 'APE (.37)' variable on overall differences of the 'ways of aggregation' factor. Because the standardized coefficients of the 'used criteria' and a combination of the 'used criteria' by 'ways of aggregation' factor are not generated at the alpha level of .05, the contribution power of each dependent variable cannot be addressed. Thus, the standardized discriminant coefficients and the F test results show that only AER is an important variable for the 'ways of aggregation.'

The above results show that the 'ways of aggregation' and the generation of two kinds of errors in CSD models are statistically associated.

6.3 Aggregation Order and Declining Reach Issue

As the results of previous sections show, a different way of aggregation produces statistically different average error in the exposure distribution, even though all of the CSD variation models utilize exactly the same reach formula. Although the findings in this study were not exactly the same as what Lee (1988)

found, the findings about different aggregation effects on estimates in aggregation exposure models could be shared with Lee's study, and Chandon's passing note (1976). Many long-standing discussions exist as to how to aggregate in a sequential aggregation exposure model (e.g., Chandon 1976; Leckenby and Rice 1986; Lee 1988). However, there have not been any clear explanations for this issue. The above noted studies have empirically noticed those happenings deductively, and thus, they did not provide clear answer to 'why' these happen.

Another big issue in the exposure distribution model is the 'declining reach' problem. This phenomenon addresses the notion that the total size of reach is decreasing rather than increasing as one more vehicle is added to the previous one to calculate total reach in exposure estimation. Leckenby and Rice (1986) and Leckenby and Hsu (1987) raised this 'declining reach' issue in the famous BBD model and introduced the MSAD model to resolve this illogical happening. However, the causation question is not clearly resolved.

As discussed in Chapter 4.3, there is a relationship between the aggregation order and declining reach. Basically, aggregation is based on the size of the vehicle's several variables. In the extreme case of the 'forward' way of aggregation in a three-vehicle sample, the last included vehicle could have a tiny audience variable, while the first aggregated two vehicles could have a big audience variable. In this case, most of the audience of the last aggregated vehicle has a high chance of 'inclusion already' in any of the two big sizes of the vehicle

that already aggregated. In calculating total reach size, the audience in the smallest vehicle is calculated again to get the new total size of the reach. In this case, declining reach could happen. Therefore, the ‘forward’ way of aggregation has a high chance of experiencing declining reach while the ‘backward’ way of aggregation has a very low chance of declining reach.

As shown in Table 6.3.1 and Table 6.3.2, all the aggregation models except the ‘backward’ way of aggregation experience the “declining reach” problem in getting to the final reach. The ‘forward’ way of aggregation shows 167 schedules (5.35%) with the declining reach problem out of a total of 3,120 sample schedules. The ‘mixed’ way of aggregation experiences declining reach in more than 13 % of the schedules, and the total declining reach schedules are 419 out of 3,120 tested sample schedules. ‘Random’ aggregation shows declining reach in less than two percent of the schedules (only ten schedules out of the tested 520 schedules). The possible maximum schedules for ‘random’ aggregation for declining reach are 520 (560 minus 40) because two-vehicle schedules (40 schedules) cannot have the declining reach problem. In other ways of aggregation, the maximum number of schedules for obtaining declining reach is 3,120 because each way of aggregation is tested with six different kinds of criteria (520 times 6 equals 3,120). The total ‘declining reach’ occurred schedules are found in Appendix C.

And as speculated above, there is not any ‘declining reach’ problem happening in the ‘backward’ way of aggregation. This clearly explains the reason why all the tested ‘backward’ aggregation models (six models) produced exactly the same reach estimates (1.551% across all six models) regardless of the applied criteria. In other words, the differences found in different ways of aggregation (i.e. forward, mixed, and random) are solely attributed to declining reach. Thus, it is safe to declare that the result of ‘backward’ aggregation is ‘truly’ estimated only by the canonical expansion reach formula since it does not experience any declining reach problems and thus is not distorted at the final adjusting stage.

However, the declining reach and the performance of error estimation do not proportionally relate. The relationship between the declining reach and the performance is not clear because the best performing ‘forward’ way of aggregation has a moderate number of declining reach experiences (5.35%), while the worst performing ‘mixed’ way of aggregation has a severe number of declining reach problems (13.43%).

Table 6.3.1 Numbers of Declining Reach Occurring in Nineteen CSD Models
(Maximum N = 520)

Model	Reach (%)	Number of Declining Reach
SA_F	1.533	27 (5.2%)
SA_B	1.551	0 (.0%)
SA_M	1.540	26 (5.0%)
WD_F	1.534	28 (5.4%)
WD_B	1.551	0 (.0%)
WD_M	1.700	163 (31.3%)
CM_F	1.535	27 (5.2%)
CM_B	1.551	0 (.0%)
CM_M	1.536	44 (8.5%)
BD_F	1.535	26 (5.0%)
BD_B	1.551	0 (.0%)
BD_M	1.581	15 (2.9%)
BC_F	1.533	28 (5.4%)
BC_B	1.551	0 (.0%)
BC_M	1.551	31 (6.0%)
TD_F	1.534	28 (5.4%)
TD_B	1.551	0 (.0%)
TD_M	1.707	140 (26.9%)
Random	1.548	10 (1.9%)

Table 6.3.2 Numbers of Declining Reach Occurring in Nineteen CSD Models by Ways of Aggregation

Declining Reach (DR)	AER (%)	N of DR	%
Forward	1.534	167 / 3120	5.35 %
Backward	1.551	0 / 3120	.00 %
Mixed	1.603	419 / 3120	13.43 %
Random	1.548	10 / 520	1.92 %

6.3.1 Why Does the Declining Reach Occur in CSD Models?

Why does the declining reach problem happen, and why does it happen differently according to the ways of aggregation? Answering this question is important to understanding the sequential aggregation models and developing better audience exposure estimation models.

Technically, the core part of the calculation of reach in CSD by utilizing the canonical expansion formula is the finding of the joint probability of employed vehicles. Joint probability is the sum of two main parts: 1) the multiplication of all zero-exposure probabilities of a beta distribution for each vehicle, and 2) the sum of the relationship between actual- and random-duplication with audience size (ρ), and the mean and variance of the beta distribution of vehicles. Declining reach occurs when the joint probability of the next level of aggregation is greater than that of the previous level of aggregation. For example, if the joint probability of three vehicles (the result of the second

aggregation) is .4 and the joint probability of two vehicles (the result of the first aggregation) is .3, then the final estimated reach of the second aggregation is .6 (a whole minus .4) and that of first aggregation is .7 (a whole minus .3). In this case, the total reach declined from .7 to .6 due to declining reach even though a new vehicle is added. In other words, if the sum of the joint probability of the next level of aggregation is smaller than that of the previous level, then declining reach could not occur.

Meanwhile, the first part of the calculation of joint probability is not a main factor in determining declining reach because the result of the multiplication of zero-exposure probabilities for a beta distribution of each vehicle at the next level is always smaller than that of the previous one due to the fact that the zero-exposure probability of each vehicle is always smaller than one. Thus, the second part of the calculation of joint probability might cause the declining reach problem in the CSD model. The second part of the joint probability comes from the multiplication of rho (the relationship between the actual duplication and random duplication with audience sizes) and the means and variances of the beta distribution of each used vehicle. The results of the means and variances are always positive and usually become smaller as more vehicles are added. Therefore, the direction (positive or negative) of the joint probability depends on the direction of rho. The direction of rho is determined by the relationship between the actual duplication and random duplication. If the actual duplication is

smaller than random duplication, the direction of ρ becomes negative, and vice versa. Thus, if the direction of ρ is negative, i.e., actual duplication is smaller than random duplication, then the chances of declining reach occurring become smaller. However, declining reach is not always happening when the direction of ρ is positive, although the chances of declining reach happening become greater. The direction of ρ is a necessary condition for declining reach but not the sufficient condition.

The other factor affecting declining reach comes from the relationship between the two main parts as described above. The increasing/decreasing ratio of 1) the multiplication of all zero-exposure probabilities of the beta distribution of each vehicle, and 2) sum of the relationship between actual and random duplication with audience size (ρ), and mean and variance of beta distribution of vehicles, also controls the occurrence of declining reach. In practice, the actual duplication is smaller than random duplication in most cases. Thus, if the size of random duplication of the next aggregated vehicle is much bigger than actual duplication, then the chances of ‘declining reach’ occurring become greater in the CSD model.

Another factor that causes declining reach might be the size differences of the aggregated vehicles. When two aggregated vehicles have great differences in size, the chances of declining reach become greater because the calculated number would largely impact the overall reach in the direction of either of two

employed vehicles. Also, when a tiny vehicle is aggregated, the chances of declining reach are greater because the multiplication of zero-exposure probability of the beta distribution becomes bigger.

As shown in Table 6.3.1 and Table 6.3.2, declining reach did not happen in the case of the ‘backward’ way of aggregation because the size of the next aggregated vehicle is systemically bigger (which means that multiplying always leads to a figure smaller than zero-exposure probability) than that of the previous vehicle. This always causes a decreasing rate in the result of the multiplication of all zero-exposure probabilities, which leads to the production of a smaller joint probability.

In the ‘forward’ way of aggregation, the opposite phenomenon happens. The aggregated vehicle’s audience size is systematically smaller than the previous one, and this implies the calculation of a figure bigger than the zero-exposure probability (approaches a whole, 1) leads to a moderate decreasing rate and increases the chance of declining reach problems. When this condition meets the unrealistic ratio of actual- and random- duplication, then declining reach happens. For this study, 5.35% of sample schedules experienced this phenomenon. Across the used six criteria, declining reach happens systematically from 26 to 31 times.

The ‘mixed’ way of aggregation experiences frequent (13.4%) yet not systematic occurrences in declining reach across the applied criteria. This happening ranged from 15 to 163 times for the 520 schedules. Declining reach is

happening frequently in the ‘mixed’ way because the even number of aggregated vehicles is systematically smaller than the odd number of aggregated vehicles. This leads to a larger zero-exposure probability multiplication of aggregation in even-numbered vehicles. Unlike the cases of ‘forward’ aggregation, the ratio between the bigger and smaller size vehicles is unsystematic in the ‘mixed’ aggregation. In the case of the ‘forward’ way, the next aggregated vehicle is always smaller than the previous one but at the same time that one is always bigger than the third one. Thus, the size difference between any sequent vehicles is not greater than the maximum difference among vehicles. However, the ‘mixed’ way of aggregation always has the maximum difference in its first aggregation, and the sequent even numbers of aggregation have the second biggest size differences in aggregation. Therefore, the chance of declining reach occurring in the ‘mixed’ way is very high in even numbers of aggregation.

6.3.2 How Does the Declining Reach Affect CSD Models’ Performance?

To get a detailed examination of the declining reach problem in the variations of CSD models, this study further explores CSD-TD model (using the combination of between- and within-duplication), which frequently experiences declining reach. Close examinations of CSD-TD models reveal that they generally over-estimate the observed actual reach. Over two-thirds of the sample schedules (402 sample schedules, 71.8%) of CSD-TD ‘forward’ and ‘backward’ aggregation

models over-estimate the actual reach, while only 158 sample schedules (28.2%) under-estimate. Meanwhile, the CSD-TD ‘mixed’ aggregation shows the severe over-estimation phenomenon (443 sample schedules, 79.1%) in reach estimation.

Interestingly, the numbers of under- and over-estimated reach schedules of CSD-TD ‘forward’ and CSD-TD ‘backward’ are exactly the same, but the average error size of reach estimation is different. How do we account for this phenomenon?

The reason again comes from the declining reach phenomenon. Thorough examination of each schedule in the CDS-TD model reveals that all of the declining reach of CSD-TD ‘forward’ (31 schedules experienced declining reach, 6.9%) comes “only” from the under-estimated 158 schedules. Additionally, the adjustment of the declining reach problem always “increases” the final reach estimation because when the reach that is estimated after aggregation (nth aggregation) is smaller than the previous estimated reach (n-1th aggregation)—i.e. declining reach—the newly estimated reach is disregarded and the sequential aggregation model adapts the ‘old and bigger’ reach as the new aggregated reach estimate. Combining the above two situations proves why the ‘forward’ way of aggregation produces the better reach estimates-- all the declining reach experienced in the schedules in ‘forward’ aggregation is adjusted (actually increased) to approach the actual observed reach. Declining reach helps the CSD ‘forward’ model generate bigger reach than originally estimated but not to over-

estimate the actual reach in many cases of under-estimated schedules. This makes the ‘forward’ way of aggregation superior to the ‘backward’ way of aggregation in the CSD model. When comparing estimated reaches between the ‘forward’ and ‘backward,’ 27 declining reach occurrences happened in the sample schedules, and the estimated reaches in the ‘forward’ model were always greater than those in the ‘backward’ model. Again, these schedules produced the differences in reach estimation between the two models.

However, the declining reach happenings do not always produce the better estimates. In the case of ‘mixed’ aggregation in CSD-TD, declining reach is experienced 140 times, but this performance is the worst among the four different ways of aggregation. As discussed, all the examples of declining reach in sample schedules in the ‘mixed’ aggregation model are greater than those of the no-declining reach experienced in the ‘backward’ aggregation. Unlike ‘forward’ aggregation, the declining reach in the ‘mixed way’ not only happens from under-estimated schedules but also happens from over-estimated schedules. This makes the numbers of declining reach disproportionally affect the performance of reach estimate in sequential aggregation model.

The frequency of declining reach from under-estimated schedules is 45 and from over-estimated schedules 64. Therefore, the 45 cases improved reach estimates because under-estimated reach became bigger and approached the actual reach, while the 64 cases deteriorated reach estimates because over-

estimated reach became bigger and moved further from the actual reach. Thus, the final average error in reach estimation became worse than in the ‘forward’ or ‘backward’ ways of aggregation. Among the 140 occurrences of declining reach in the ‘mixed’ way, 31 cases did not have clearly affect the final reach because they happened due to under-estimated schedules, and their increased and adjusted reaches are bigger then actual reaches.

Chapter 7

Discussion and Conclusion

A new sequential aggregation media model using a canonical expansion distribution reach formula (CSD) is introduced in this study and compared to well-tested existing non-proprietary models and CSD variation models. In total, this study examined twenty-six reach and frequency estimation models. The models included seven existing models and one newly developed sequential aggregation model (CSD: Canonical Sequential Aggregation Distribution) and its eighteen variations. The seven existing models included the Binomial Distribution Model (BIN), the Beta Binomial Distribution Model (BBD), Hofmans' Beta Binomial Distribution Model (HBBD), Canonical Expansion Distribution Model (CANEX), Conditional Beta Binomial Distribution Model (CBD), Dirichlet Multinomial Distribution (DMD), and Morgenzstern Sequential Aggregation Distribution Model (MSAD). The CSD model and its eighteen variation models are based on the Canonical expansion reach formula, and they differ from one another in their criteria to determine the order and ways of aggregation.

The evaluation of the twenty six models required a large scale test of reach/frequency estimation models for the Web audience data set. The twenty- six models were tested against observed figures for 560 schedules from 2003 *comScore* Internet audience data. The performances of the models were evaluated

based on three criteria: the magnitude of error in reach, the magnitude of error in exposure distribution, and the time used to estimate the reach and frequency distribution. The relationship of different aggregation orders and different error estimates is detected and attributed to the declining reach issue in the CSD model.

7.1. Discussion of Results

With respect to the overall accuracy in reach estimation (AER), all the canonical expansion-based models, CSD, CANEX, and CBD models were found to outperform the other models. Excluding these canonical expansion-based models, HBBD and MSAD models were the most accurate models for estimating the reach of the 2003 *comScore* Web audience exposures. The BBD and DMD models did not perform well in this study. With respect to the overall accuracy in exposure distribution estimation (APE), as addressed in the reach estimation results, all the canonical expansion-based models-- CANEX, CSD, and CBD-- and another aggregation model, MSAD, performed well.

Overall, all the canonical expansion-based models outperformed the other models. However, when computing time is considered, the CANEX should not be a first-rate choice. Additionally, the CANEX and CBD models generate a negative frequency distribution in some cases. This *could* be fine in practice because the size of the negative frequency is often negligible and the models estimate fairly accurately. Thus, the CSD is an alternative, and one that academia

should consider. CSD estimates reach and exposure distributions quickly and accurately. This study confirms that the canonical expansion-based models perform accurate estimations of media exposure and verifies again that the sequential aggregation model is a valid one to utilize in practice. Additionally, this study again verified that the existing media models performed as well as on Web data as they did for traditional media data.

Among the nineteen CSD variation models, the CSD-SA-F (using the size of the vehicle audience as a determinant of aggregation order with ‘forward’ aggregation) and the CSD-BC-F (using the size of the net vehicle audience as a determinant of aggregation order with the ‘forward’ aggregation) produced the least error in reach estimation. However, none of the nineteen models was found to be statistically different. Also, for estimation of exposure distribution, while the CSD-WD-F (using the size of within duplication as a determinant of aggregation order with ‘forward’ aggregation) shows the smallest error, the difference from the rest is not statistically significant.

These results do not support Lee (1988)’s study, which found that the determinant of aggregation order affected the model performance. However, Chandon’s (1976) contention that the aggregation order would affect the model performance is still valid. The ‘way’ of aggregation affects the estimation of exposure distribution. The ‘forward’ way of aggregation generates the least error

but it contains some ‘declining reach’ problems. The ‘backward’ way of aggregation produces a slightly bigger (but not statistically different) error size than the ‘forward’ way of aggregation, but is still superior to any other model and does not have a declining reach problem. The choice between these two models lies with media planners. If they want to have smaller error estimates without considering any theoretical justification, then the ‘forward’ way of aggregation will be suitable. But if they want to have a theoretically more concrete model, they can choose the ‘backward’ aggregation model with slightly more error. It is a choice and dilemma.

However, from a practical perspective, the order of aggregation in the sequential aggregation model is not an important issue any more. Since the CSD model estimates errors very accurately, the estimated results of used criteria were not statistically detected. This is one of the reasons why this study did not confirm the results of Lee’s study (1988). The reach formula used in Lee’s study was Morgensztern and it generally produces relatively poor estimates as seen in this study (3.51% of AER). Meanwhile, the different ways of aggregation produced statistically different frequency distribution results, i.e., forward and backward way of aggregation. However, the actual difference between these two ways of aggregation is extremely small: less than 0.07%. When considering the compared numbers in the frequency distribution, 3,120 pairs, the tiny difference could be easily detected from any statistical analysis.

Nonetheless, this study explored the process of the declining reach problem in sequential aggregation models and provided the cure for this: the ‘backward’ way of aggregation is a declining reach-proof method in sequential aggregation models.

7.2 Implications of Results

This study has produced results, which have a number of implications to both media researchers and media practitioners. For media researchers, this study expanded the scope of the advertising media exposure estimation models by introducing a new sequential aggregation-applied media exposure model. The sequential aggregation models are one of the most widely employed techniques in practice (Hong 1998) but the published investigation of these methods in the academic arena is limited. After the introduction of this technique by academician Leckenby and his colleagues (1986), only Lee (1988) thoroughly explored this technique and reported the results in his dissertation. This study is adding another step in the field of sequential aggregation models.

As discussed in this study, the sequential aggregation method-applied media models have many strong points. First, any reach estimation formula can be adapted to this technique, so this technique has great flexibility. Second, the sequential aggregation technique gives us clues for resolving some issues raised by exposure models. For example, this technique does not require symmetric

formation of data input as discussed in some multivariate models, e.g., DMD (Kim 1994). This technique does not produce any negative frequency in exposure distributions. Both CANEX and CBD are great media models but they generate some negative frequencies in estimating exposure distribution. Additionally, this technique reduces cumbersome computation time as seen in some true multivariate models, e.g., CANEX. So, the sequential aggregation technique is very applicable in the real world. Also, the sequential aggregation technique applied media exposure model introduces a way of preventing the declining reach problem. The ‘backward’ way of aggregation would be a great help in preventing the declining reach problem. Most of all, the newly developed model in this study, CSD, performs well in estimating the media audience.

As a consequence, this study provides a solution for the real world. Practitioners are uncertain about using this sequential aggregation technique since they could not configure the correct order of aggregation although this technique has many strong points. By providing a very accurate sequential aggregation model, the order of aggregation is not a big issue for practitioners. By applying this new model in practice, media planners could estimate the exposed audience faster and with greater accuracy than if using previous media models. The generated information, by nature, will assist in correct assessment of the size and characteristics of the audience reached by given media schedules. Then, it could be used to locate the proper target consumers, to create an appropriate copy

theme, to estimate the message exposure, and to decide the proper media mix, the proper timing and the amounts to be spent. Therefore, it will give media planners the fundamental information to evaluate and assess their advertising campaign.

7.3 Limitations and Suggestions for Future Study

The tradition of developing media exposure estimation models uses only two ad insertions for each vehicle due to the impracticability of more frequent nationwide surveys. However, after the advent of the Internet, the media data collecting environment is rapidly changing. For example, an Internet data collection company could gather the users' dynamic Web behaviors for more than two time periods without huge extra costs. Therefore, the data for more frequent vehicle exposure could easily be available. For further study of the Internet user, this should be considered. Also, it would be appropriate to conduct work similar to this study but using different interval time periods such as hourly, daily, or monthly, since the results of the current study are solely based upon the weekly Web audience data set.

This study tests a single data set, however, if a study can use multiple data sets in the same study, it enables testing of the robustness of the models' performances across different data sets with one-to-one comparisons on each criterion. Of course, the newly developed sequential aggregation model should also be tested for other media data. As in this study, the best determinant and way

of aggregation should be determined separately for other media audiences under the assumption that the characteristics of other media are different from those of the Internet audiences. This type of study should address the issue of how determinants and orders for Internet data can also be applied to other media audiences. Also, the test of different countries' data sets is suggested for comparison reasons.

This study examined Chandon's (1976) speculation that the accuracy of the sequential aggregation method is affected by the order of aggregation and found that declining reach causes these differences and that the 'backward' way of aggregation is the method to prevent this. However, it has not yet clearly been determined which audience variable performs best for the aggregation model as shown in Lee's study (1988) or why certain types of audience variables, if any, work better than others for a particular sequential aggregation model. Thus, further research should examine the best determinants and orders for the other sequential aggregation models and should assess how such determinants and orders work for different sequential aggregation models since the selection of the right determinant and order of aggregation will theoretically depend upon the characteristics of the inherent formula used. The findings from such studies will contribute to developing a more theoretical framework for the sequential aggregation method.

Appendix A

Tested 560 Random Schedules

ID	V#				Vehicle ID
1	2	1	17	13	
2	2	2	14	7	
3	2	3	6	13	
4	2	4	8	15	
5	2	5	5	1	
6	2	6	22	5	
7	2	7	5	6	
8	2	8	21	20	
9	2	9	19	23	
10	2	10	20	5	
11	2	11	10	9	
12	2	12	4	16	
13	2	13	9	21	
14	2	14	18	5	
15	2	15	16	12	
16	2	16	17	21	
17	2	17	24	19	
18	2	18	16	6	
19	2	19	21	14	
20	2	20	24	16	
21	2	21	20	2	
22	2	22	14	6	
23	2	23	21	7	
24	2	24	6	12	
25	2	25	11	1	
26	2	26	5	16	
27	2	27	5	19	
28	2	28	1	22	
29	2	29	8	6	
30	2	30	11	15	
31	2	31	19	20	
32	2	32	23	2	
33	2	33	7	3	
34	2	34	18	14	
35	2	35	9	22	
36	2	36	20	6	
37	2	37	12	9	
38	2	38	24	13	
39	2	39	23	1	
40	2	40	2	19	
41	3	1	6	12	20
42	3	2	15	12	23
43	3	3	15	12	5
44	3	4	23	14	12
45	3	5	7	21	2
46	3	6	18	11	17
47	3	7	7	19	3

48	3	8	13	6	23	
49	3	9	4	10	21	
50	3	10	18	6	17	
51	3	11	20	9	16	
52	3	12	13	21	16	
53	3	13	9	1	5	
54	3	14	19	18	3	
55	3	15	10	15	17	
56	3	16	16	9	2	
57	3	17	16	15	19	
58	3	18	20	12	11	
59	3	19	24	16	10	
60	3	20	4	18	17	
61	3	21	1	14	10	
62	3	22	16	6	22	
63	3	23	3	11	18	
64	3	24	2	16	22	
65	3	25	11	15	5	
66	3	26	17	20	7	
67	3	27	5	22	7	
68	3	28	8	12	16	
69	3	29	21	17	18	
70	3	30	19	5	9	
71	3	31	17	15	4	
72	3	32	17	2	14	
73	3	33	19	2	6	
74	3	34	4	15	1	
75	3	35	7	1	10	
76	3	36	2	9	22	
77	3	37	13	6	2	
78	3	38	15	2	3	
79	3	39	13	18	23	
80	3	40	13	2	20	
81	4	1	21	20	22	14
82	4	2	16	8	3	21
83	4	3	9	19	22	10
84	4	4	9	3	5	19
85	4	5	16	14	1	8
86	4	6	16	15	5	6
87	4	7	3	22	12	10
88	4	8	18	8	13	17
89	4	9	17	20	3	13
90	4	10	12	18	14	24
91	4	11	6	10	21	7
92	4	12	1	19	13	3
93	4	13	4	7	18	19
94	4	14	15	21	12	7
95	4	15	3	15	7	23
96	4	16	4	16	5	9
97	4	17	18	5	13	10

98	4	18	17	21	11	6	
99	4	19	16	6	18	15	
100	4	20	24	16	14	20	
101	4	21	14	6	23	21	
102	4	22	6	12	16	10	
103	4	23	12	6	3	2	
104	4	24	19	17	23	7	
105	4	25	10	6	8	1	
106	4	26	23	2	1	10	
107	4	27	18	14	24	21	
108	4	28	6	18	23	11	
109	4	29	12	9	3	10	
110	4	30	2	19	4	14	
111	4	31	11	18	5	20	
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113	4	33	7	21	2	23	
114	4	34	23	7	4	6	
115	4	35	22	19	18	9	
116	4	36	4	10	21	8	
117	4	37	18	3	14	2	
118	4	38	10	13	15	9	
119	4	39	9	1	5	12	
120	4	40	15	9	10	4	
121	5	1	15	5	19	16	8
122	5	2	14	7	10	8	20
123	5	3	7	16	23	3	20
124	5	4	4	18	17	14	13
125	5	5	19	21	7	1	23
126	5	6	20	14	19	18	11
127	5	7	15	24	19	2	1
128	5	8	4	18	11	10	1
129	5	9	7	22	6	5	10
130	5	10	21	1	10	8	20
131	5	11	16	3	18	8	23
132	5	12	4	15	1	19	8
133	5	13	22	11	6	19	13
134	5	14	2	5	23	17	19
135	5	15	3	6	18	19	14
136	5	16	11	3	14	8	6
137	5	17	22	2	4	15	19
138	5	18	1	23	20	21	14
139	5	19	7	3	10	1	2
140	5	20	3	1	15	23	2
141	5	21	18	8	13	17	23
142	5	22	3	4	19	12	21
143	5	23	15	23	11	14	17
144	5	24	6	13	20	10	11
145	5	25	22	5	4	23	16
146	5	26	3	21	8	5	9
147	5	27	10	9	7	15	22

148	5	28	8	10	16	2	5	
149	5	29	17	21	11	6	9	
150	5	30	17	18	8	14	12	
151	5	31	5	3	10	1	14	
152	5	32	6	12	16	10	14	
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155	5	35	23	2	1	10	21	
156	5	36	7	6	9	8	24	
157	5	37	12	9	7	15	10	
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162	6	2	7	8	10	2	6	11
163	6	3	10	3	13	23	5	14
164	6	4	7	9	13	21	19	22
165	6	5	16	9	22	4	13	6
166	6	6	23	21	2	18	5	6
167	6	7	7	24	2	9	10	3
168	6	8	18	8	17	22	6	11
169	6	9	16	6	22	20	18	13
170	6	10	3	19	8	22	12	2
171	6	11	2	13	6	7	3	20
172	6	12	8	12	16	9	3	21
173	6	13	19	5	9	13	10	17
174	6	14	19	2	6	16	18	22
175	6	15	7	1	10	17	5	20
176	6	16	5	1	11	18	17	10
177	6	17	13	18	23	11	4	9
178	6	18	21	20	22	14	16	8
179	6	19	3	16	8	14	15	2
180	6	20	23	4	18	6	11	8
181	6	21	4	10	1	13	23	20
182	6	22	2	7	22	16	3	24
183	6	23	17	20	3	13	24	4
184	6	24	15	23	11	14	17	4
185	6	25	8	15	19	22	9	7
186	6	26	15	21	12	7	20	14
187	6	27	22	10	7	19	8	14
188	6	28	18	5	13	10	11	23
189	6	29	24	19	13	4	9	17
190	6	30	24	16	14	20	11	17
191	6	31	21	7	8	12	23	20
192	6	32	12	6	3	2	15	5
193	6	33	1	22	16	19	17	7
194	6	34	18	14	24	21	11	22
195	6	35	6	7	17	19	20	11
196	6	36	2	19	4	14	18	23
197	6	37	17	23	11	14	6	19

198	6	38	7	21	2	23	12	10		
199	6	39	7	19	3	16	15	10		
200	6	40	4	10	21	8	2	13		
201	7	1	20	9	16	22	19	21	5	
202	7	2	7	2	3	10	12	20	21	
203	7	3	1	17	13	20	24	4	2	
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239	7	39	16	3	18	8	23	1	24	
240	7	40	8	21	22	18	14	13	5	
241	8	1	1	11	18	17	10	7	23	13
242	8	2	7	1	9	15	5	11	10	21
243	8	3	3	16	8	14	15	2	12	17
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245	8	5	3	22	12	10	7	14	8	16
246	8	6	17	20	3	13	24	4	10	19
247	8	7	1	4	23	17	7	16	21	8

248	8	8	21	20	2	19	14	24	18	22	
249	8	9	1	20	5	12	4	8	23	13	
250	8	10	17	18	8	14	12	4	24	19	
251	8	11	6	12	16	10	14	11	8	3	
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269	8	29	9	3	5	19	17	8	2	21	
270	8	30	7	3	10	1	2	13	22	23	
271	8	31	22	14	15	13	2	7	21	19	
272	8	32	10	7	19	21	17	24	5	23	
273	8	33	1	19	13	3	21	4	5	2	
274	8	34	15	21	12	7	20	14	11	5	
275	8	35	5	22	11	10	19	18	7	6	
276	8	36	17	21	11	6	9	20	12	16	
277	8	37	5	3	10	1	14	7	9	11	
278	8	38	2	10	13	12	15	5	16	1	
279	8	39	2	12	21	9	15	6	4	3	
280	8	40	20	6	13	9	24	16	22	4	
281	9	1	7	22	5	13	10	21	3	4	14
282	9	2	22	15	2	20	9	16	4	18	5
283	9	3	22	8	12	17	9	19	18	6	15
284	9	4	10	13	15	9	7	4	1	18	19
285	9	5	15	5	19	16	8	14	7	10	20
286	9	6	7	16	23	3	20	22	4	1	21
287	9	7	1	14	10	7	5	15	23	11	6
288	9	8	3	19	8	22	12	2	18	1	23
289	9	9	15	21	16	12	18	2	8	20	11
290	9	10	19	5	9	13	10	17	20	23	8
291	9	11	17	4	12	16	24	11	13	22	9
292	9	12	21	23	2	3	11	20	16	18	10
293	9	13	2	11	6	18	10	3	20	17	19
294	9	14	3	16	8	14	15	2	12	17	21
295	9	15	6	21	3	24	23	18	19	5	7
296	9	16	12	15	10	11	3	5	8	22	13
297	9	17	6	10	21	7	15	23	12	19	3

298	9	18	22	5	4	23	16	18	8	24	15	
299	9	19	10	9	7	15	22	18	3	11	1	
300	9	20	17	21	11	6	9	20	12	16	7	
301	9	21	14	6	23	21	3	2	9	15	18	
302	9	22	10	6	8	1	7	3	23	15	17	
303	9	23	9	22	2	23	1	20	6	16	14	
304	9	24	11	24	21	1	12	18	2	5	20	
305	9	25	17	23	11	14	6	19	24	18	7	
306	9	26	23	7	4	6	13	18	1	16	11	
307	9	27	18	3	14	2	23	13	1	7	6	
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316	9	36	17	23	7	9	8	12	4	15	13	
317	9	37	9	16	19	22	10	20	17	14	5	
318	9	38	14	19	13	21	11	9	1	8	4	
319	9	39	1	4	19	12	9	8	20	2	14	
320	9	40	1	19	13	3	21	4	5	2	6	
321	10	1	21	20	2	19	14	24	18	22	9	1
322	10	2	8	23	6	17	11	9	20	14	1	5
323	10	3	21	14	19	18	24	20	12	8	5	23
324	10	4	5	16	4	9	24	15	1	22	18	7
325	10	5	7	3	6	20	4	22	16	21	15	19
326	10	6	11	24	21	1	12	18	2	5	20	22
327	10	7	12	6	22	8	17	20	16	21	15	2
328	10	8	13	6	23	21	17	16	18	11	15	8
329	10	9	7	9	13	21	19	22	12	24	6	8
330	10	10	10	15	17	12	7	20	9	13	8	18
331	10	11	7	24	2	9	10	3	15	16	19	20
332	10	12	16	6	22	20	18	13	17	3	5	14
333	10	13	2	13	6	7	3	20	4	5	18	12
334	10	14	19	23	2	3	10	6	15	11	20	5
335	10	15	16	8	18	23	1	9	13	5	20	7
336	10	16	15	2	3	13	17	19	16	7	10	12
337	10	17	2	19	9	22	23	15	8	10	5	12
338	10	18	9	16	19	22	10	20	17	14	5	7
339	10	19	5	19	7	21	12	4	16	17	9	18
340	10	20	1	4	19	12	9	8	20	2	14	3
341	10	21	8	15	19	22	9	7	20	4	21	11
342	10	22	22	10	7	19	8	14	5	6	15	11
343	10	23	16	6	18	15	20	1	17	2	3	7
344	10	24	16	17	4	13	3	1	22	2	18	8
345	10	25	8	13	20	14	9	15	10	12	6	21
346	10	26	6	18	23	11	4	9	14	19	21	16
347	10	27	15	12	5	22	9	13	16	23	7	3

348	10	28	10	18	5	7	19	24	2	14	12	3	
349	10	29	20	9	16	22	19	21	5	7	2	3	
350	10	30	15	9	10	4	2	5	14	18	12	21	
351	10	31	13	20	7	8	4	2	14	19	10	1	
352	10	32	1	14	10	7	5	15	23	11	6	24	
353	10	33	2	16	9	14	15	11	17	10	6	13	
354	10	34	7	22	6	5	10	23	2	19	4	8	
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356	10	36	21	4	5	23	8	22	9	10	17	20	
357	10	37	21	20	22	14	16	8	3	2	7	13	
358	10	38	9	3	5	19	17	8	2	21	16	4	
359	10	39	19	15	23	9	22	8	13	3	12	4	
360	10	40	3	4	19	12	21	14	10	23	16	5	
361	11	1	1	19	13	3	21	4	5	2	6	14	11
362	11	2	1	18	13	17	3	20	10	14	2	9	6
363	11	3	22	5	8	4	14	7	15	6	10	18	2
364	11	4	21	7	8	12	23	20	24	13	14	10	6
365	11	5	8	13	20	14	9	15	10	12	6	21	5
366	11	6	12	9	7	15	10	17	4	5	8	18	20
367	11	7	6	15	20	22	9	23	21	18	2	1	7
368	11	8	18	11	17	6	3	12	15	19	5	10	21
369	11	9	20	9	16	22	19	21	5	7	2	3	10
370	11	10	3	23	16	5	2	4	8	13	1	10	20
371	11	11	20	11	16	6	21	22	13	12	8	2	19
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373	11	13	5	22	7	21	12	16	19	13	23	11	9
374	11	14	16	3	18	8	23	1	24	2	14	19	5
375	11	15	18	17	24	7	11	14	22	21	12	23	4
376	11	16	3	6	18	19	14	22	1	5	23	24	4
377	11	17	13	20	1	4	12	14	18	5	2	21	23
378	11	18	4	13	1	20	21	16	19	17	22	9	6
379	11	19	5	1	15	23	12	7	22	19	18	11	21
380	11	20	4	16	5	9	17	13	10	22	19	3	7
381	11	21	17	18	8	14	12	4	24	19	2	23	11
382	11	22	5	16	4	9	24	15	1	22	18	7	8
383	11	23	8	7	12	13	10	9	3	2	18	17	5
384	11	24	4	7	22	5	13	10	21	3	14	15	2
385	11	25	14	9	2	1	15	17	22	20	23	18	6
386	11	26	18	3	14	2	23	13	1	7	6	16	20
387	11	27	3	23	16	5	2	4	8	13	1	10	11
388	11	28	16	6	21	22	13	12	8	2	19	20	1
389	11	29	1	7	23	4	16	14	8	13	22	12	3
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391	11	31	24	11	19	5	21	7	16	14	18	9	15
392	11	32	21	23	2	3	11	20	16	18	10	22	1
393	11	33	3	6	18	19	14	22	1	5	23	24	13
394	11	34	20	1	4	12	14	18	5	13	2	21	16
395	11	35	19	21	17	22	9	6	5	15	11	10	24
396	11	36	21	20	2	19	14	24	18	22	9	1	8
397	11	37	4	9	17	2	1	6	13	7	18	20	10

398	11	38	20	2	9	21	4	1	24	18	17	13	10	
399	11	39	5	19	3	16	2	24	8	1	14	20	18	
400	11	40	7	3	6	20	4	22	16	21	15	19	10	
401	12	1	2	19	4	14	18	23	6	7	5	20	13	17
402	12	2	12	2	7	18	10	3	1	15	13	20	23	4
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406	12	6	15	24	19	2	1	20	7	6	9	10	4	3
407	12	7	17	15	4	5	19	24	13	11	23	18	2	8
408	12	8	2	9	22	8	14	3	16	13	6	23	19	10
409	12	9	2	11	6	18	10	3	20	17	19	9	12	15
410	12	10	14	12	6	22	20	3	8	11	19	24	15	10
411	12	11	22	14	15	13	2	7	21	19	5	9	18	10
412	12	12	8	18	19	6	9	24	7	2	21	5	23	4
413	12	13	10	9	7	15	22	18	3	11	1	5	23	4
414	12	14	16	6	18	15	20	1	17	2	3	7	12	23
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416	12	16	12	9	7	15	10	17	4	5	8	18	20	11
417	12	17	17	23	11	14	6	19	24	18	7	9	5	15
418	12	18	21	2	5	16	6	8	9	22	23	19	15	4
419	12	19	13	21	16	12	6	22	5	1	14	8	19	4
420	12	20	16	9	2	14	1	3	8	6	18	15	17	13
421	12	21	19	21	7	1	23	22	10	5	20	4	17	11
422	12	22	17	20	7	1	11	12	4	14	13	8	10	18
423	12	23	16	8	18	23	1	9	13	5	20	7	22	21
424	12	24	4	13	5	1	19	12	11	23	21	3	9	2
425	12	25	11	21	18	15	9	6	2	4	22	13	1	20
426	12	26	14	19	13	21	11	9	1	8	4	16	23	24
427	12	27	12	18	14	24	22	17	23	2	9	19	1	16
428	12	28	21	20	2	19	14	24	18	22	9	1	8	23
429	12	29	16	12	1	17	11	19	7	4	23	9	14	5
430	12	30	23	17	18	1	9	6	3	2	16	8	21	22
431	12	31	10	6	8	1	7	3	23	15	17	5	19	12
432	12	32	12	9	7	15	10	17	4	5	8	18	20	23
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434	12	34	22	8	12	17	9	19	18	6	15	23	3	11
435	12	35	9	1	5	12	20	8	21	18	19	24	22	6
436	12	36	7	16	23	3	20	22	4	1	21	17	2	15
437	12	37	16	6	22	20	18	13	17	3	5	14	7	11
438	12	38	17	20	7	1	11	12	4	14	13	8	10	16
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493	14	13	4	10	1	13	23	20	7	8	12	5	17	6	22 18
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522	15	2	7	14	15	20	17	22	8	24	13	18	9	12	10	11	6
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526	15	6	21	1	10	8	20	9	18	4	16	5	13	6	19	14	2
527	15	7	15	2	3	13	17	19	16	7	10	12	24	8	11	5	1
528	15	8	22	2	4	15	19	17	6	10	18	8	14	7	24	13	20
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546	15	26	9	19	18	6	15	23	3	11	16	7	10	21	8	4	14
547	15	27	14	8	22	4	3	20	1	23	6	2	17	5	15	13	16

548	15	28	17	5	14	10	22	12	20	8	2	11	18	1	15	16	4
549	15	29	17	15	4	5	19	24	13	11	23	18	2	8	21	6	1
550	15	30	15	18	12	23	14	19	5	7	16	11	22	21	20	2	10
551	15	31	13	20	1	4	12	14	18	5	2	21	23	3	17	10	8
552	15	32	1	19	13	3	21	4	5	2	6	14	11	18	17	20	9
553	15	33	21	22	18	3	8	23	15	14	19	1	7	4	2	17	10
554	15	34	5	3	10	1	14	7	9	11	8	18	6	24	23	20	4
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556	15	36	12	6	22	8	17	20	16	21	15	2	11	9	23	18	10
557	15	37	14	5	6	17	3	23	8	22	10	12	24	9	2	16	21
558	15	38	21	22	13	8	20	3	24	7	19	2	17	1	4	6	14
559	15	39	1	7	23	4	16	14	8	13	22	12	3	15	20	21	5
560	15	40	14	11	2	17	22	15	9	5	21	18	3	6	13	24	16

Appendix B

Observed and Estimated Exposure Distributions of 2003 *comScore* Data for the 560 Schedules

Schedule # 1									
Site	Avg. Aud. (%)				Cume (%)				
lycos.com	3.11				4.80				
msnbc.com	2.37				3.93				
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	91.43	89.48	91.20	91.41	94.41	91.47	91.47	91.47	91.47
1	6.33	10.08	7.01	6.66	1.82	6.21	6.21	6.20	6.20
2	2.07	.43	1.47	1.54	2.96	2.24	2.24	2.24	2.24
3	.16	.01	.29	.34	.04	.08	.07	.08	.08
4	.00	.00	.04	.05	.78	.01	.01	.01	.01
AER		22.75	2.68	0.58	34.77	0.47	0.47	0.47	0.47
APE		64.64	16.92	12.72	73.51	4.43	4.55	4.55	4.55
Schedule # 2									
Site	Avg. Aud. (%)				Cume (%)				
go.com	4.26				6.60				
mcafee.com	3.00				3.71				
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	89.91	86.25	89.17	90.06	93.52	89.90	89.90	89.88	89.90
1	5.84	13.00	7.94	6.63	1.49	5.86	5.86	5.89	5.87
2	4.09	.73	2.19	2.26	3.44	4.09	4.08	4.09	4.08
3	.16	.02	.59	.82	.04	.12	.12	.10	.12
4	.00	.00	.11	.22	1.50	.03	.03	.03	.04
AER		36.27	7.33	0.99	35.78	0.10	0.10	0.30	0.10
APE		105.65	45.00	34.69	65.61	0.89	0.99	1.39	1.19
Schedule # 3									
Site	Avg. Aud. (%)				Cume (%)				
google.com	9.90				15.17				
lycos.com	3.11				4.80				
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	81.01	76.41	80.29	81.03	81.27	80.89	80.89	80.98	80.89
1	12.55	21.27	14.63	13.50	12.05	12.76	12.77	12.59	12.72
2	5.89	2.22	3.98	4.10	6.34	5.88	5.90	5.94	5.95
3	.49	.10	.95	1.16	.09	.37	.35	.40	.36
4	.05	.00	.14	.21	.26	.10	.09	.09	.08
AER		24.22	3.79	0.16	1.37	0.63	0.63	0.16	0.63
APE		67.56	23.91	18.80	8.21	2.05	2.16	1.16	2.05
Schedule # 4									
Site	Avg. Aud. (%)				Cume (%)				
netscape.com	3.79				5.07				
geocities.com	2.92				5.56				
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	89.91	87.24	89.60	90.28	92.41	89.81	89.81	89.92	89.81
1	7.04	12.11	7.95	6.91	2.64	7.24	7.25	7.04	7.20
2	2.84	.63	1.93	2.06	4.46	2.70	2.72	2.75	2.76
3	.16	.01	.45	.62	.07	.24	.21	.27	.22
4	.05	.00	.07	.13	.41	.02	.01	.01	.01

AER	26.46	3.07	2.87	24.78	0.99	0.99	0.10	0.99
APE	74.13	21.11	14.37	64.12	4.46	4.16	2.38	3.37

Schedule # 5

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	35.02	22.58	30.27	33.67	36.83	34.38	34.38	34.37	34.38
1	18.49	40.70	32.62	29.27	17.46	19.76	19.68	19.39	19.38
2	36.66	27.52	22.80	20.69	36.23	36.01	36.28	36.56	36.55
3	6.82	8.27	11.17	11.85	3.55	6.90	6.82	6.97	6.97
4	3.00	.93	3.14	4.52	5.93	2.95	2.85	2.72	2.72
AER		19.14	7.31	2.11	2.79	0.98	0.98	1.00	0.98
APE		53.66	49.98	51.25	11.79	3.15	2.65	2.20	2.20

Schedule # 6

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	78.34	73.11	77.43	78.55	78.74	78.27	78.27	78.35	78.27
1	13.86	23.82	16.53	14.84	13.18	13.95	13.94	13.81	13.90
2	7.26	2.91	4.71	4.85	7.63	7.32	7.35	7.35	7.39
3	.44	.16	1.15	1.47	.12	.32	.31	.37	.33
4	.11	.00	.18	.30	.33	.14	.13	.13	.11
AER		24.15	4.20	0.69	1.85	0.32	0.32	0.05	0.32
APE		67.87	27.70	21.28	7.34	1.39	1.48	1.06	1.29

Schedule # 7

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
google.com	9.90	15.17

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	69.78	61.32	69.03	69.84	69.49	69.06	69.06	69.77	69.06
1	17.79	31.90	19.88	18.78	17.36	18.83	18.84	17.43	18.41
2	9.55	6.22	7.74	7.67	11.71	9.70	9.94	10.27	10.38
3	2.40	.54	2.71	2.93	.49	1.83	1.67	2.06	1.76
4	.49	.02	.64	.78	.95	.58	.49	.47	.40
AER		27.99	2.48	0.07	0.96	2.38	2.38	0.03	2.38
APE		65.42	14.43	12.21	16.41	6.12	7.18	4.77	7.21

Schedule # 8

Site	Avg. Aud. (%)	Cume (%)
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	93.62	92.01	93.36	96.51	95.46	93.57	93.57	93.57	93.57
1	4.58	7.74	5.31	1.21	1.81	4.69	4.69	4.68	4.69
2	1.75	.24	1.09	.72	2.23	1.68	1.68	1.69	1.69
3	.05	.00	.21	.64	.03	.05	.05	.05	.05

4	.00	.00	.03	.92	.47	.01	.01	.01	.01
AER		25.24	4.08	0.16	28.84	0.78	0.78	0.78	0.78
APE		73.98	24.76	92.63	58.62	2.98	2.98	2.66	2.82

Schedule # 9

Site	Avg. Aud. (%)	Cume (%)
overture.com	2.21	3.98
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	93.34	92.73	93.27	96.74	95.44	93.36	93.36	93.32	93.36
1	5.84	7.07	6.04	1.19	2.15	5.81	5.80	5.88	5.82
2	.82	.20	.63	.70	2.15	.82	.83	.79	.81
3	.00	.00	.05	.60	.03	.01	.01	.01	.01
4	.00	.00	.00	.78	.24	.00	.00	.00	.00
AER		9.16	1.05	0.30	31.53	0.30	0.30	0.30	0.30
APE		27.78	6.61	92.34	79.43	0.60	0.90	1.20	0.60

Schedule # 10

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	77.58	72.91	76.53	77.41	77.86	77.34	77.34	77.40	77.34
1	14.73	23.97	17.77	16.40	14.62	15.35	15.36	15.23	15.32
2	7.42	2.96	4.61	4.79	7.10	6.96	6.97	7.01	7.00
3	.27	.16	.97	1.21	.13	.31	.30	.32	.30
4	.00	.00	.12	.19	.29	.05	.04	.04	.04
AER		20.83	4.68	0.94	1.25	1.07	1.07	0.80	1.07
APE		61.60	29.75	24.22	3.84	5.22	5.13	4.46	4.82

Schedule # 11

Site	Avg. Aud. (%)	Cume (%)
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	89.58	87.10	89.24	89.52	93.21	89.50	89.50	89.54	89.50
1	7.47	12.24	8.44	7.98	1.98	7.63	7.63	7.54	7.61
2	2.73	.65	1.89	1.97	3.79	2.70	2.71	2.73	2.73
3	.22	.02	.39	.46	.05	.15	.14	.16	.14
4	.00	.00	.05	.07	.97	.03	.02	.02	.02
AER		23.80	3.26	0.00	34.84	0.77	0.77	0.38	0.77
APE		67.66	19.48	15.16	73.80	2.78	2.69	1.44	2.30

Schedule # 12

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	75.23	69.94	73.98	75.21	76.10	75.27	75.27	75.17	75.27
1	15.66	26.16	19.34	17.45	14.57	15.67	15.67	15.86	15.71
2	8.84	3.67	5.34	5.53	8.77	8.68	8.66	8.62	8.62

3	.22	.23	1.19	1.53	.16	.33	.34	.29	.34
4	.05	.01	.16	.27	.40	.05	.05	.05	.06
AER		21.36	5.05	0.28	3.51	0.16	0.16	0.24	0.16
APE		63.46	33.35	26.77	6.34	1.13	1.25	1.98	1.61

Schedule # 13

Site	Avg. Aud. (%)	Cume (%)
windowsmedia.com	3.46	5.84
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	91.54	89.43	91.25	91.47	94.27	91.45	91.45	91.50	91.45
1	6.06	10.13	6.88	6.52	1.92	6.24	6.24	6.15	6.22
2	2.24	.43	1.51	1.58	3.05	2.18	2.19	2.21	2.21
3	.16	.01	.31	.37	.04	.11	.10	.12	.10
4	.00	.00	.04	.06	.72	.02	.02	.02	.02
AER		24.94	3.43	0.24	32.27	1.06	1.06	0.47	1.06
APE		71.28	20.57	16.43	68.44	3.66	3.66	2.13	3.19

Schedule # 14

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	77.63	72.47	76.61	77.73	78.21	77.61	77.61	77.61	77.61
1	14.29	24.30	17.29	15.58	13.45	14.35	14.35	14.35	14.35
2	7.69	3.06	4.82	4.97	7.87	7.63	7.63	7.63	7.63
3	.27	.17	1.13	1.44	.12	.31	.31	.31	.31
4	.11	.00	.16	.27	.34	.10	.10	.10	.10
AER		23.07	4.56	0.31	2.59	0.09	0.09	0.09	0.09
APE		66.38	30.31	23.87	6.26	0.76	0.76	0.76	0.76

Schedule # 15

Site	Avg. Aud. (%)	Cume (%)
amazon.com	3.19	5.62
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	90.40	88.93	90.29	90.50	93.69	90.37	90.37	90.42	90.37
1	7.75	10.59	8.10	7.74	2.24	7.82	7.83	7.72	7.80
2	1.80	.47	1.38	1.48	3.46	1.71	1.71	1.75	1.74
3	.00	.01	.21	.25	.05	.09	.08	.10	.08
4	.05	.00	.02	.03	.56	.01	.01	.01	.01
AER		15.31	1.15	0.31	34.27	0.31	0.31	0.21	0.31
APE		44.06	10.52	6.25	80.52	3.02	3.02	2.29	2.40

Schedule # 16

Site	Avg. Aud. (%)	Cume (%)
msnbc.com	2.37	3.93
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	93.34	91.45	93.11	93.46	95.37	93.31	93.31	93.36	93.31
1	4.64	8.27	5.32	4.76	1.67	4.68	4.68	4.59	4.66

2	1.85	.28	1.25	1.32	2.32	1.90	1.92	1.93	1.94
3	.16	.00	.29	.38	.03	.09	.08	.10	.08
4	.00	.00	.04	.08	.61	.02	.02	.02	.01
AER	28.38	3.45	0.75	30.48	0.45	0.45	0.30	0.45	
APE	80.48	21.77	14.26	62.76	2.70	3.15	3.15	3.00	

Schedule # 17

Site	Avg. Aud. (%)	Cume (%)
overture.com	2.21	3.98
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	93.67	92.94	93.58	96.80	95.61	93.68	93.68	93.65	93.68
1	5.40	6.87	5.67	1.18	2.06	5.39	5.38	5.45	5.39
2	.93	.19	.68	.69	2.05	.92	.92	.89	.91
3	.00	.00	.07	.58	.02	.01	.02	.01	.02
4	.00	.00	.00	.74	.26	.00	.00	.00	.00
AER	11.53	1.42	0.16	30.65	0.16	0.16	0.16	0.32	0.16
APE	34.91	9.32	91.31	74.88	0.47	0.79	1.58	0.79	

Schedule # 18

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	81.67	77.26	80.91	81.57	81.66	81.38	81.38	81.54	81.38
1	12.11	20.59	14.31	13.31	12.24	12.76	12.77	12.45	12.69
2	5.84	2.06	3.78	3.90	5.79	5.43	5.46	5.55	5.54
3	.33	.09	.87	1.05	.08	.35	.32	.39	.33
4	.05	.00	.12	.18	.23	.08	.06	.06	.05
AER	24.06	4.15	0.82	0.05	1.58	1.58	0.71	1.58	
APE	68.47	26.57	21.77	3.33	6.06	5.78	3.82	4.80	

Schedule # 19

Site	Avg. Aud. (%)	Cume (%)
mcafee.com	3.00	3.71
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	93.34	90.28	92.61	93.57	95.64	93.38	93.38	93.45	93.38
1	3.22	9.35	5.32	3.95	.99	3.16	3.16	3.11	3.18
2	3.44	.36	1.53	1.54	2.17	3.45	3.43	3.36	3.41
3	.00	.01	.45	.69	.02	.02	.03	.06	.02
4	.00	.00	.09	.25	1.18	-.01	.00	.03	.01
AER	45.95	10.96	2.10	34.53	0.60	0.60	1.65	0.60	
APE	138.44	68.32	53.60	70.57	1.50	1.50	4.20	1.50	

Schedule # 20

Site	Avg. Aud. (%)	Cume (%)
cnn.com	2.59	4.31
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	93.51	92.22	93.38	96.58	95.49	93.46	93.46	93.51	93.46

1	5.07	7.55	5.42	1.20	1.87	5.15	5.15	5.04	5.13
2	1.31	.23	1.00	.72	2.20	1.32	1.33	1.37	1.35
3	.11	.00	.17	.63	.03	.06	.05	.07	.05
4	.00	.00	.02	.88	.42	.01	.01	.01	.01
AER		19.88	2.00	0.00	30.51	0.77	0.77	0.00	0.77
APE		56.55	11.40	90.29	70.72	2.31	2.62	2.16	2.62

Schedule # 21

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	50.57	34.79	41.91	50.47	53.76	50.55	50.55	50.56	50.55
1	7.86	42.04	32.71	22.97	9.27	7.92	7.91	7.89	7.90
2	40.04	19.05	17.42	13.99	31.74	39.96	39.98	39.97	39.98
3	1.25	3.84	6.56	8.44	.87	1.34	1.33	1.35	1.34
4	.27	.29	1.39	4.13	4.36	.24	.23	.23	.23
AER		31.92	17.52	0.26	6.45	0.04	0.04	0.02	0.04
APE		116.89	109.04	105.62	28.69	0.53	0.47	0.49	0.47

Schedule # 22

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
mcafee.com	3.00	3.71

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	81.67	76.59	80.70	81.92	81.82	81.65	81.65	81.63	81.65
1	11.35	21.12	14.13	12.32	11.17	11.38	11.38	11.41	11.39
2	6.55	2.18	3.99	4.12	6.68	6.59	6.58	6.59	6.57
3	.38	.10	1.01	1.34	.07	.29	.29	.28	.29
4	.05	.00	.16	.30	.27	.09	.10	.10	.10
AER		27.71	5.29	0.93	0.82	0.11	0.11	0.22	0.11
APE		78.94	33.17	25.15	4.58	1.09	1.09	1.36	1.09

Schedule # 23

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	90.73	87.96	90.34	90.85	94.01	90.71	90.71	90.76	90.71
1	6.16	11.46	7.29	6.52	1.64	6.16	6.16	6.07	6.13
2	2.95	.56	1.84	1.93	3.19	2.97	2.98	2.99	3.00
3	.11	.01	.45	.58	.04	.12	.11	.14	.12
4	.05	.00	.07	.12	1.12	.04	.04	.04	.03
AER		29.88	4.21	0.54	35.38	0.22	0.22	0.32	0.22
APE		84.57	28.05	20.71	63.65	0.43	0.43	1.83	1.19

Schedule # 24

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
amazon.com	3.19	5.62

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
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0	80.85	76.28	80.34	80.92	80.21	80.53	80.53	80.91	80.53
1	12.93	21.37	14.46	13.58	13.89	13.48	13.52	12.76	13.34
2	5.56	2.24	4.04	4.13	5.61	5.36	5.41	5.66	5.60
3	.49	.10	1.00	1.16	.09	.54	.46	.61	.47
4	.16	.00	.16	.21	.20	.09	.07	.07	.05
AER		23.86	2.66	0.10	3.34	1.67	1.67	0.31	1.67
APE		64.28	18.59	14.62	7.57	4.54	4.49	2.51	3.03

Schedule # 25

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
digitalcity.com	3.30	5.35

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	39.55	29.73	33.15	39.33	44.87	39.67	39.67	39.58	39.67
1	19.04	42.13	37.84	30.64	16.46	18.84	18.84	18.95	18.86
2	39.23	22.39	21.25	18.65	32.20	39.17	39.16	39.20	39.14
3	1.58	5.29	6.76	8.79	2.08	1.84	1.85	1.79	1.84
4	.60	.47	1.01	2.58	4.38	.48	.49	.48	.49
AER		16.24	10.59	0.50	8.80	0.20	0.20	0.05	0.20
APE		72.41	70.09	68.44	22.98	1.06	1.08	0.74	1.06

Schedule # 26

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	76.70	72.09	75.87	76.77	77.38	76.73	76.73	76.75	76.73
1	15.60	24.58	18.14	16.75	14.61	15.61	15.61	15.56	15.60
2	7.42	3.14	4.82	4.98	7.55	7.24	7.25	7.27	7.27
3	.11	.18	1.04	1.29	.14	.36	.35	.36	.35
4	.16	.00	.13	.21	.32	.06	.06	.06	.06
AER		19.79	3.56	0.09	2.92	0.13	0.13	0.21	0.13
APE		57.90	26.18	20.69	5.62	2.32	2.23	2.32	2.10

Schedule # 27

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	77.30	72.69	76.38	77.24	77.34	77.10	77.10	77.23	77.10
1	15.17	24.14	17.82	16.49	15.37	15.58	15.60	15.34	15.54
2	7.09	3.01	4.67	4.84	6.88	6.90	6.92	7.00	6.98
3	.44	.17	1.00	1.23	.14	.36	.34	.39	.34
4	.00	.00	.13	.20	.28	.04	.04	.04	.03
AER		20.31	4.05	0.44	0.18	0.88	0.88	0.31	0.88
APE		58.68	25.37	20.09	4.36	3.17	3.26	1.54	2.69

Schedule # 28

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	41.24	30.84	34.51	41.01	46.80	41.06	41.06	41.15	41.06
1	17.62	42.18	37.49	29.86	15.08	18.04	18.02	17.90	17.96
2	39.77	21.63	20.54	17.93	31.93	39.49	39.53	39.50	39.59
3	.71	4.93	6.49	8.58	1.79	.75	.74	.82	.78
4	.65	.42	.97	2.62	4.40	.66	.65	.64	.61
AER		17.70	11.45	0.36	9.46	0.31	0.31	0.15	0.31
APE		80.24	76.92	74.74	25.88	1.28	1.14	1.14	1.07

Schedule # 29

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
netscape.com	3.79	5.07

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	80.63	75.31	79.54	80.64	80.79	80.49	80.49	80.45	80.49
1	11.78	22.13	14.96	13.31	11.73	12.21	12.21	12.27	12.23
2	7.20	2.44	4.26	4.38	7.10	6.84	6.83	6.83	6.81
3	.33	.12	1.07	1.38	.09	.36	.37	.34	.36
4	.05	.00	.17	.29	.30	.10	.11	.10	.11
AER		27.47	5.63	0.36	0.83	0.72	0.72	0.93	0.72
APE		79.35	36.04	29.12	3.30	4.49	4.65	4.75	4.80

Schedule # 30

Site	Avg. Aud. (%)	Cume (%)
digitalcity.com	3.30	5.35
geocities.com	2.92	5.56

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	89.36	88.13	89.32	89.56	92.81	89.41	89.41	89.43	89.41
1	9.00	11.32	9.12	8.70	2.66	8.84	8.84	8.81	8.83
2	1.47	.54	1.38	1.50	4.14	1.66	1.66	1.68	1.67
3	.16	.01	.17	.22	.06	.09	.08	.09	.08
4	.00	.00	.01	.02	.33	.00	.00	.00	.00
AER		11.56	0.38	1.22	32.42	0.47	0.47	0.66	0.47
APE		31.95	2.16	3.85	88.72	3.95	4.04	4.42	4.23

Schedule # 31

Site	Avg. Aud. (%)	Cume (%)
overture.com	2.21	3.98
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	92.47	91.71	92.37	96.42	94.95	92.51	92.51	92.45	92.51
1	6.49	8.02	6.77	1.21	2.19	6.44	6.43	6.55	6.45
2	1.04	.26	.78	.73	2.51	1.04	1.05	1.00	1.02
3	.00	.00	.07	.65	.03	.01	.02	.01	.02
4	.00	.00	.00	.98	.31	.00	.00	.00	.00
AER		10.09	1.33	0.27	32.93	0.53	0.53	0.27	0.53
APE		30.68	8.10	95.88	81.14	0.80	1.20	1.46	1.06

Schedule # 32

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	51.17	35.28	42.25	50.97	54.26	51.02	51.02	51.04	51.02
1	7.26	41.99	32.80	22.81	9.13	7.62	7.61	7.57	7.60
2	40.37	18.74	17.25	13.82	31.51	40.15	40.17	40.15	40.18
3	1.09	3.72	6.38	8.33	.83	1.07	1.05	1.09	1.07
4	.11	.28	1.32	4.07	4.27	.15	.15	.15	.14
AER		32.54	18.27	0.47	6.33	0.31	0.31	0.27	0.31
APE		121.16	112.96	109.15	31.03	1.31	1.29	1.17	1.19

Schedule # 33

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
go.com	4.26	6.60

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	51.99	38.54	46.85	51.79	54.09	51.86	51.86	52.18	51.86
1	15.28	41.50	30.29	24.42	14.10	15.26	15.21	14.67	15.00
2	29.62	16.76	15.45	13.76	27.73	29.93	30.12	30.07	30.31
3	2.13	3.01	6.01	7.23	1.03	2.07	2.00	2.29	2.10
4	.98	.20	1.40	2.81	3.05	.87	.81	.79	.73
AER		28.01	10.71	0.44	4.37	0.27	0.27	0.40	0.27
APE		84.86	69.74	66.51	13.00	1.04	1.81	2.94	2.60

Schedule # 34

Site	Avg. Aud. (%)	Cume (%)
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	93.24	89.72	92.41	93.32	95.58	93.22	93.22	93.21	93.22
1	2.95	9.86	5.28	4.01	.87	2.95	2.95	2.97	2.96
2	3.71	.41	1.64	1.61	2.17	3.76	3.75	3.75	3.75
3	.11	.01	.54	.75	.02	.05	.05	.04	.05
4	.00	.00	.13	.30	1.36	.02	.03	.02	.03
AER		52.07	12.28	0.30	34.62	0.30	0.30	0.44	0.30
APE		152.51	73.37	60.65	75.00	1.92	1.92	2.22	2.07

Schedule # 35

Site	Avg. Aud. (%)	Cume (%)
windowsmedia.com	3.46	5.84
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	91.98	89.63	91.67	92.18	94.42	91.89	91.89	91.95	91.89
1	5.46	9.95	6.35	5.57	1.87	5.62	5.62	5.52	5.59
2	2.35	.41	1.55	1.65	2.95	2.32	2.34	2.34	2.36
3	.22	.01	.37	.50	.04	.13	.12	.16	.13
4	.00	.00	.06	.11	.73	.04	.03	.03	.02
AER		29.30	3.87	1.50	30.42	1.12	1.12	0.37	1.12
APE		82.79	23.69	14.96	63.59	3.99	3.74	2.00	3.12

Schedule # 36

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17

real.com		2.07		3.60					
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	82.21	78.12	81.66	82.28	82.17	82.05	82.05	82.27	82.05
1	12.17	19.89	13.81	12.83	12.20	12.42	12.44	11.99	12.33
2	5.13	1.90	3.60	3.72	5.35	5.14	5.17	5.31	5.28
3	.44	.08	.82	.99	.08	.33	.29	.38	.30
4	.05	.00	.12	.17	.20	.06	.05	.05	.04
AER		22.99	3.09	0.11	0.22	0.90	0.90	0.34	0.90
APE		63.86	20.35	15.40	4.27	2.14	2.59	2.36	2.59
Schedule # 37									
Site	Avg. Aud. (%)			Cume (%)					
windowsmedia.com	3.46			5.84					
amazon.com	3.19			5.62					
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	89.03	87.35	89.08	89.30	92.90	89.05	89.05	89.21	89.05
1	8.95	12.02	8.89	8.52	2.31	8.81	8.84	8.50	8.76
2	1.80	.62	1.71	1.79	4.06	1.96	1.96	2.10	2.04
3	.11	.01	.29	.34	.06	.16	.14	.18	.14
4	.11	.00	.03	.04	.67	.02	.02	.02	.01
AER		15.31	0.46	1.64	35.28	0.18	0.18	1.64	0.18
APE		40.66	3.74	6.75	86.69	4.01	3.56	8.30	5.10
Schedule # 38									
Site	Avg. Aud. (%)			Cume (%)					
lycos.com	3.11			4.80					
monster.com	1.42			2.40					
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	93.13	91.24	92.85	93.18	95.22	93.01	93.01	93.08	93.01
1	4.80	8.46	5.58	5.07	1.73	5.05	5.06	4.91	5.02
2	1.96	.29	1.25	1.33	2.41	1.83	1.84	1.89	1.88
3	.11	.00	.27	.35	.03	.09	.07	.10	.08
4	.00	.00	.04	.06	.61	.02	.02	.02	.01
AER		27.51	4.08	0.58	30.42	1.75	1.75	0.73	1.75
APE		79.18	24.60	17.47	61.28	6.11	6.40	3.06	4.95
Schedule # 39									
Site	Avg. Aud. (%)			Cume (%)					
yahoo.com	49.02			58.05					
ask.com	1.53			2.73					
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	40.70	31.18	33.95	40.73	46.09	40.84	40.84	40.85	40.84
1	18.93	42.18	38.61	30.51	16.81	18.55	18.54	18.52	18.53
2	39.17	21.40	20.64	18.07	31.07	39.43	39.44	39.45	39.45
3	.98	4.83	6.01	8.31	1.95	1.05	1.04	1.05	1.04
4	.22	.41	.79	2.38	4.07	.14	.14	.14	.13
AER		16.05	11.38	0.10	9.09	0.24	0.24	0.25	0.24
APE		75.99	73.88	71.11	25.36	1.33	1.35	1.42	1.40
Schedule # 40									
Site	Avg. Aud. (%)			Cume (%)					

aol.com	44.33	47.63
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	49.37	34.66	40.60	49.55	52.56	49.64	49.64	49.27	49.64
1	9.06	42.05	34.22	23.85	11.12	8.72	8.75	9.23	8.86
2	40.70	19.13	17.85	14.39	31.13	40.62	40.43	40.72	40.41
3	.87	3.87	6.19	8.38	1.04	.97	1.10	.69	.98
4	.00	.29	1.15	3.82	4.14	.05	.08	.08	.12
AER		29.05	17.32	0.40	6.30	0.53	0.53	0.20	0.53
APE		114.26	107.60	103.56	31.48	1.13	1.76	0.89	1.42

Schedule # 41

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
amazon.com	3.19	5.62
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	78.56	73.26	77.79	78.50	77.63	77.95	77.95	78.51	77.95
1	14.02	23.40	16.09	15.07	15.33	15.07	15.14	13.98	14.84
2	6.16	3.11	4.54	4.58	6.49	5.89	5.99	6.35	6.29
3	1.04	.22	1.24	1.39	.21	.89	.77	.99	.80
4	.22	.01	.29	.37	.33	.18	.14	.15	.12
5	.00	.00	.05	.08	.00	.01	.01	.01	.01
6	.00	.00	.01	.01	.01	.00	.00	.00	.00
AER		24.72	3.59	0.47	4.34	2.85	2.85	0.23	2.85
APE		62.78	18.75	15.02	12.08	7.09	7.70	1.68	6.06

Schedule # 42

Site	Avg. Aud. (%)	Cume (%)
amazon.com	3.19	5.62
geocities.com	2.92	5.56
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	86.91	85.66	86.75	86.93	93.10	86.77	86.77	86.82	86.77
1	11.02	13.43	11.45	11.15	2.23	11.34	11.36	11.23	11.33
2	1.96	.88	1.59	1.67	1.76	1.74	1.74	1.80	1.77
3	.11	.03	.19	.23	2.55	.14	.13	.14	.13
4	.00	.00	.02	.02	.15	.01	.01	.01	.01
5	.00	.00	.00	.00	.02	.00	.00	.00	.00
6	.00	.00	.00	.00	.19	.00	.00	.00	.00
AER		9.55	1.22	0.53	47.29	1.07	1.07	0.69	1.07
APE		27.27	6.88	4.28	90.07	4.43	4.51	3.13	4.05

Schedule # 43

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
amazon.com	3.19	5.62
geocities.com	2.92	5.56

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	73.92	67.20	72.96	73.78	71.24	72.86	72.87	73.91	72.86
1	16.20	27.62	18.69	17.58	20.41	17.91	18.03	15.88	17.46

2	7.80	4.73	5.96	5.94	7.43	7.44	7.65	8.32	8.20
3	1.64	.43	1.81	1.98	.50	1.50	1.24	1.65	1.31
4	.44	.02	.47	.58	.39	.27	.19	.23	.15
5	.00	.00	.09	.13	.00	.02	.01	.02	.01
6	.00	.00	.01	.02	.02	.00	.00	.00	.00
AER		25.77	3.68	0.58	10.28	4.06	4.03	0.04	4.06
APE		61.81	17.75	14.84	22.20	9.20	10.12	4.14	8.78

Schedule # 44

Site	Avg. Aud. (%)	Cume (%)
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	88.38	85.52	87.88	88.68	93.67	88.40	88.40	88.39	88.40
1	8.07	13.55	9.48	8.27	1.79	8.01	8.04	8.05	8.02
2	3.33	.89	2.07	2.20	1.67	3.35	3.33	3.33	3.34
3	.16	.03	.46	.63	2.08	.20	.21	.21	.21
4	.05	.00	.09	.17	.31	.03	.03	.03	.03
5	.00	.00	.01	.03	.02	.00	.00	.00	.00
6	.00	.00	.00	.00	.46	.00	.00	.00	.00
AER		24.61	4.30	3.01	45.52	0.17	0.17	0.09	0.17
APE		69.71	25.99	16.78	91.22	1.20	0.86	0.77	1.12

Schedule # 45

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
go.com	4.26	6.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	47.52	32.98	38.87	47.23	52.07	47.60	47.62	47.55	47.60
1	9.33	40.18	33.55	25.22	8.82	9.17	9.15	9.17	9.12
2	39.06	20.40	18.01	14.30	31.77	39.03	39.00	39.10	39.09
3	2.78	5.52	7.08	7.72	1.21	2.82	2.85	2.85	2.84
4	1.15	.84	2.05	3.72	5.74	1.30	1.32	1.28	1.28
5	.11	.07	.40	1.46	.02	.06	.04	.04	.05
6	.05	.00	.04	.36	.38	.02	.01	.01	.01
AER		27.71	16.48	0.61	8.67	0.15	0.19	0.06	0.15
APE		100.32	96.74	94.93	27.40	0.88	1.12	0.97	1.01

Schedule # 46

Site	Avg. Aud. (%)	Cume (%)
digitalcity.com	3.30	5.35
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	88.33	84.99	87.72	88.30	93.89	88.17	88.17	88.25	88.17
1	7.69	14.01	9.37	8.51	1.53	8.04	8.03	7.88	7.99
2	3.66	.96	2.22	2.30	1.64	3.45	3.49	3.52	3.53
3	.27	.04	.55	.67	1.86	.27	.25	.29	.26
4	.05	.00	.12	.18	.41	.07	.06	.06	.05
5	.00	.00	.02	.04	.02	.00	.00	.00	.00

6	.00	.00	.00	.00	.65	.00	.00	.00	.00
AER		28.62	5.23	0.09	47.64	1.37	1.37	0.69	1.37
APE		79.69	29.91	23.56	92.54	4.97	4.63	3.08	3.77

Schedule # 47

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
go.com	4.26	6.60
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	50.95	38.04	45.12	50.35	51.88	50.43	50.43	50.99	50.43
1	15.33	39.89	31.32	25.73	16.59	15.95	15.92	14.94	15.50
2	28.70	17.43	15.39	13.45	26.09	28.87	29.18	29.12	29.53
3	3.76	4.06	5.95	6.55	1.70	3.50	3.31	3.80	3.50
4	1.04	.53	1.78	2.79	3.54	1.17	1.10	1.09	.98
5	.22	.04	.38	.94	.02	.07	.05	.05	.05
6	.00	.00	.04	.19	.20	.01	.01	.00	.00
AER		26.32	11.89	1.24	1.90	1.06	1.06	0.08	1.06
APE		75.07	66.12	63.40	18.00	2.73	3.59	2.18	3.04

Schedule # 48

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
lycos.com	3.11	4.80
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	78.83	74.22	78.02	78.88	78.84	78.66	78.74	78.86	78.66
1	14.02	22.68	16.44	15.19	13.99	14.38	14.29	14.04	14.34
2	6.44	2.89	4.26	4.35	6.73	6.30	6.31	6.37	6.36
3	.65	.20	1.03	1.23	.14	.54	.54	.60	.53
4	.05	.01	.21	.30	.29	.12	.12	.12	.10
5	.00	.00	.03	.06	.00	.00	.00	.00	.00
6	.00	.00	.00	.01	.01	.00	.00	.00	.00
AER		21.78	3.83	0.00	0.05	0.80	0.43	0.14	0.80
APE		59.99	24.42	19.65	5.10	3.21	2.74	0.99	2.69

Schedule # 49

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
weather.com	3.33	5.02
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	72.78	66.26	71.54	73.03	73.53	72.88	72.88	73.02	72.88
1	16.42	28.23	2.00	17.97	14.79	16.07	16.07	15.80	15.97
2	9.55	5.01	6.19	6.16	10.74	9.78	9.84	9.89	9.94
3	.82	.47	1.76	2.07	.27	.94	.90	.98	.93
4	.38	.03	.42	.61	.64	.32	.30	.29	.27
5	.05	.00	.07	.14	.00	.01	.01	.01	.01
6	.00	.00	.01	.02	.02	.00	.00	.00	.00
AER		23.95	4.56	0.84	2.76	0.37	0.37	0.88	0.37
APE		62.82	29.21	23.99	13.59	2.94	3.09	4.59	4.04

Schedule # 50

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	78.94	74.10	77.99	79.08	79.20	78.94	78.95	78.96	78.94
1	13.64	22.78	16.40	14.81	13.15	13.71	13.66	13.64	13.68
2	6.87	2.92	4.30	4.39	7.20	6.69	6.73	6.74	6.72
3	.33	.20	1.06	1.30	.13	.51	.52	.52	.52
4	.22	.01	.22	.34	.32	.14	.13	.13	.13
5	.00	.00	.03	.07	.00	.01	.00	.00	.00
6	.00	.00	.00	.01	.01	.00	.00	.00	.00
AER		22.98	4.51	0.47	1.23	0.00	0.05	0.09	0.00
APE		63.77	28.92	22.89	5.37	2.47	2.09	1.95	2.23

Schedule # 51

Site	Avg. Aud. (%)	Cume (%)
windowsmedia.com	3.46	5.84
cnn.com	2.59	4.31
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	87.23	84.82	86.74	87.08	93.40	86.94	86.94	87.00	86.94
1	9.38	14.16	10.78	10.24	1.82	10.15	10.17	10.05	10.13
2	3.27	.98	2.04	2.14	1.71	2.67	2.66	2.71	2.70
3	.11	.04	.37	.45	2.26	.21	.20	.22	.20
4	.00	.00	.06	.08	.31	.03	.03	.03	.03
5	.00	.00	.01	.01	.02	.00	.00	.00	.00
6	.00	.00	.00	.00	.48	.00	.00	.00	.00
AER		18.87	3.84	1.72	48.32	2.27	2.27	1.80	2.27
APE		55.91	23.18	18.95	94.60	11.75	11.90	10.73	11.28

Schedule # 52

Site	Avg. Aud. (%)	Cume (%)
lycos.com	3.11	4.80
cnn.com	2.59	4.31
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	88.16	85.47	87.50	88.18	94.08	88.22	88.22	88.06	88.22
1	8.18	13.60	10.05	8.99	1.49	8.16	8.16	8.45	8.23
2	3.66	.90	1.99	2.15	1.62	3.52	3.49	3.43	3.42
3	.00	.03	.39	.54	1.74	.10	.13	.05	.11
4	.00	.00	.07	.12	.41	.00	.01	.01	.02
5	.00	.00	.01	.02	.02	.00	.00	.00	.00
6	.00	.00	.00	.00	.64	.00	.00	.00	.00
AER		22.72	5.57	0.51	50.00	0.51	0.51	0.84	0.51
APE		69.34	33.87	25.34	97.47	2.20	2.79	4.73	3.55

Schedule # 53

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86

windowsmedia.com		3.46		5.84						
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD	
0	33.55	22.75	27.73	31.32	36.31	32.56	32.58	32.30	32.56	
1	18.22	38.20	33.91	30.91	17.47	20.13	20.02	19.96	19.66	
2	35.95	26.73	23.14	20.80	33.94	35.04	35.28	35.75	35.63	
3	8.35	9.97	10.82	10.94	4.56	8.42	8.40	8.49	8.59	
4	3.60	2.09	3.56	4.49	7.05	3.53	3.44	3.28	3.31	
5	.33	.23	.77	1.32	.11	.26	.23	.20	.21	
6	.00	.01	.08	.22	.57	.05	.04	.03	.03	
AER		16.25	8.76	3.22	4.15	1.49	1.46	1.88	1.49	
APE		48.82	47.45	48.95	16.24	4.64	4.24	3.85	3.67	
Schedule # 54										
Site		Avg. Aud. (%)			Cume (%)					
msn.com		38.16			45.17					
earthlink.net		2.35			3.16					
overture.com		2.21			3.98					
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD	
0	51.99	39.78	45.34	51.33	53.99	51.45	51.37	51.51	51.45	
1	14.35	39.64	32.64	25.96	15.48	15.31	15.50	15.24	15.30	
2	30.44	16.45	15.16	13.15	25.55	30.28	30.35	30.33	30.37	
3	2.67	3.64	5.25	6.14	1.43	2.27	2.01	2.14	2.16	
4	.55	.45	1.35	2.48	3.36	.66	.74	.74	.72	
5	.00	.03	.24	.78	.01	.01	.03	.03	.01	
6	.00	.00	.02	.15	.18	.00	.00	.00	.00	
AER		25.43	13.85	1.56	4.17	1.12	1.29	1.00	1.12	
APE		84.11	77.50	73.38	21.37	3.42	4.42	3.65	3.56	
Schedule # 55										
Site		Avg. Aud. (%)			Cume (%)					
weather.com		3.33			5.02					
geocities.com		2.92			5.56					
msnbc.com		2.37			3.93					
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD	
0	85.98	83.95	85.70	86.20	92.58	86.07	86.08	85.99	86.07	
1	10.97	14.90	11.82	10.99	2.17	10.83	10.80	10.98	10.84	
2	2.95	1.10	2.09	2.26	1.82	2.90	2.91	2.85	2.88	
3	.05	.04	.34	.45	2.91	.18	.19	.16	.19	
4	.05	.00	.05	.08	.20	.02	.02	.02	.02	
5	.00	.00	.00	.01	.03	.00	.00	.00	.00	
6	.00	.00	.00	.00	.30	.00	.00	.00	.00	
AER		14.48	2.00	1.00	47.08	0.64	0.71	0.07	0.64	
APE		41.65	14.27	8.20	94.65	2.50	2.71	1.78	2.64	
Schedule # 56										
Site		Avg. Aud. (%)			Cume (%)					
aol.com		44.33			47.63					
windowsmedia.com		3.46			5.84					
cnn.com		2.59			4.31					
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD	
0	47.19	33.19	38.39	46.84	50.44	47.19	47.18	47.02	47.19	

1	9.93	40.19	34.26	25.73	11.81	10.05	10.03	10.19	10.04
2	38.79	20.28	18.20	14.50	30.58	38.51	38.54	38.69	38.51
3	3.16	5.46	6.89	7.67	1.60	3.38	3.37	3.26	3.40
4	.87	.83	1.88	3.59	5.22	.85	.84	.81	.84
5	.05	.07	.34	1.35	.02	.03	.03	.03	.03
6	.00	.00	.03	.32	.34	.00	.00	.00	.00
AER		26.51	16.66	0.72	6.15	0.00	0.02	0.32	0.00
APE		96.82	94.64	92.67	31.00	1.25	1.16	1.02	1.29

Schedule # 57

Site	Avg. Aud. (%)	Cume (%)
geocities.com	2.92	5.56
cnn.com	2.59	4.31
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	86.85	85.52	86.70	86.81	93.06	86.80	86.79	86.80	86.80
1	11.02	13.55	11.41	11.24	2.22	11.11	11.14	11.12	11.12
2	1.96	.89	1.65	1.70	1.76	1.95	1.91	1.93	1.93
3	.16	.03	.21	.23	2.57	.13	.14	.14	.14
4	.00	.00	.02	.03	.16	.01	.01	.01	.01
5	.00	.00	.00	.00	.02	.00	.00	.00	.00
6	.00	.00	.00	.00	.21	.00	.00	.00	.00
AER		10.11	1.14	0.00	47.22	0.38	0.46	0.38	0.38
APE		28.37	5.86	4.41	89.73	1.06	1.52	1.22	1.22

Schedule # 58

Site	Avg. Aud. (%)	Cume (%)
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	86.14	84.06	86.19	86.42	93.05	86.15	86.29	86.43	86.15
1	10.91	14.81	11.09	10.73	1.89	10.84	10.68	10.38	10.84
2	2.62	1.09	2.21	2.27	1.75	2.78	2.74	2.85	2.78
3	.33	.04	.43	.48	2.50	.21	.24	.29	.20
4	.00	.00	.07	.09	.30	.02	.04	.04	.02
5	.00	.00	.01	.01	.03	.00	.00	.00	.00
6	.00	.00	.00	.00	.48	.00	.00	.00	.00
AER		15.01	0.36	1.59	49.86	0.07	1.08	2.09	0.07
APE		41.27	5.56	5.63	92.86	2.67	3.46	6.06	2.74

Schedule # 59

Site	Avg. Aud. (%)	Cume (%)
weather.com	3.33	5.02
cnn.com	2.59	4.31
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	88.93	86.19	88.43	88.95	94.18	88.79	88.79	88.84	88.79
1	7.75	12.97	9.09	8.29	1.59	8.02	8.04	7.92	8.00
2	3.06	.81	1.95	2.06	1.61	2.95	2.95	2.99	2.99
3	.27	.03	.43	.54	1.72	.20	.19	.21	.19
4	.00	.00	.08	.13	.37	.04	.04	.04	.03

5	.00	.00	.01	.02	.02	.00	.00	.00	.00
6	.00	.00	.00	.00	.53	.00	.00	.00	.00
AER		24.75	4.52	0.54	47.43	1.26	1.26	0.81	1.26
APE		69.65	24.39	17.71	90.15	4.43	4.70	3.07	3.88

Schedule # 60

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	73.87	67.20	72.56	74.07	74.07	73.73	73.72	73.98	73.73
1	15.60	27.62	19.25	17.19	14.92	15.67	15.70	15.22	15.51
2	9.06	4.73	5.96	5.92	10.15	9.37	9.41	9.48	9.62
3	1.20	.43	1.72	2.03	.26	.92	.86	1.01	.90
4	.22	.02	.42	.62	.59	.30	.29	.29	.24
5	.05	.00	.08	.15	.00	.02	.01	.01	.01
6	.00	.00	.01	.02	.02	.00	.00	.00	.00
AER		25.53	5.01	0.57	0.77	0.54	0.57	0.42	0.54
APE		66.48	28.74	23.27	12.06	2.95	3.44	4.21	3.87

Schedule # 61

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
weather.com	3.33	5.02
mcafee.com	3.00	3.71

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	38.41	29.41	31.48	37.68	45.16	38.19	38.16	37.91	38.19
1	17.89	39.93	37.70	31.43	14.70	18.50	18.54	18.85	18.59
2	39.66	22.58	21.54	18.40	31.45	39.24	39.26	39.42	39.17
3	2.67	6.81	7.44	8.51	2.53	2.55	2.52	2.35	2.49
4	1.36	1.16	1.62	3.07	5.72	1.49	1.46	1.43	1.50
5	.00	.10	.21	.80	.04	.02	.04	.04	.04
6	.00	.00	.01	.11	.41	.00	.01	.01	.01
AER		14.61	11.25	1.30	10.96	0.36	0.41	0.81	0.36
APE		70.73	70.11	70.24	26.55	2.11	2.19	2.66	2.53

Schedule # 62

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
cnn.com	2.59	4.31
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	79.71	74.40	78.85	79.85	79.47	79.42	79.51	79.75	79.42
1	12.77	22.56	15.34	13.93	13.03	13.31	13.24	12.79	13.21
2	6.66	2.85	4.30	4.34	7.03	6.45	6.44	6.52	6.62
3	.71	.19	1.18	1.39	.14	.62	.61	.74	.60
4	.16	.01	.28	.40	.33	.19	.19	.19	.15
5	.00	.00	.05	.09	.00	.00	.01	.01	.01
6	.00	.00	.01	.01	.01	.00	.00	.00	.00
AER		26.17	4.24	0.44	1.18	1.43	0.99	0.20	1.43
APE		70.33	27.50	22.18	6.80	4.29	4.09	1.13	3.01

Schedule # 63

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
digitalcity.com	3.30	5.35
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	49.92	38.78	43.45	49.44	54.12	49.88	49.90	49.58	49.88
1	15.71	39.79	33.94	27.22	13.82	16.09	16.10	16.52	16.25
2	31.97	17.01	15.85	13.83	26.74	31.35	31.21	31.36	31.11
3	1.64	3.88	5.27	6.27	1.35	1.94	2.02	1.79	1.94
4	.76	.50	1.26	2.41	3.74	.70	.75	.72	.80
5	.00	.03	.20	.71	.01	.03	.02	.02	.02
6	.00	.00	.02	.12	.20	.01	.00	.00	.00
AER		22.24	12.92	0.98	8.39	0.08	0.04	0.68	0.08
APE		83.01	77.28	73.40	21.17	2.80	3.12	3.25	3.51

Schedule # 64

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
cnn.com	2.59	4.31
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	49.05	34.42	39.84	48.70	53.73	48.93	48.93	48.89	48.93
1	8.24	40.18	33.88	24.84	8.49	8.36	8.44	8.45	8.34
2	39.50	19.54	17.56	13.83	30.78	39.66	39.63	39.69	39.73
3	2.40	5.07	6.57	7.38	1.10	2.16	2.03	2.02	2.12
4	.82	.74	1.79	3.54	5.51	.88	.94	.92	.86
5	.00	.06	.33	1.38	.01	.01	.03	.02	.02
6	.00	.00	.03	.34	.37	.00	.01	.00	.00
AER		28.71	18.08	0.77	9.19	0.24	0.24	0.31	0.24
APE		107.38	104.18	101.45	30.11	1.16	1.69	1.77	1.32

Schedule # 65

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
digitalcity.com	3.30	5.35
geocities.com	2.92	5.56

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	72.29	67.04	71.45	72.31	70.71	72.11	72.07	72.36	72.11
1	18.55	27.72	20.72	19.49	20.96	18.51	18.67	18.06	18.44
2	7.53	4.78	5.95	6.00	7.60	8.14	8.10	8.29	8.27
3	1.47	.44	1.51	1.71	.38	1.08	.98	1.11	1.02
4	.16	.02	.31	.41	.32	.14	.16	.17	.15
5	.00	.00	.05	.07	.00	.01	.01	.01	.01
6	.00	.00	.00	.01	.01	.00	.00	.00	.00
AER		18.95	3.03	0.29	5.70	0.65	0.79	0.25	0.65
APE		47.24	14.40	10.97	13.50	3.86	4.29	5.88	4.76

Schedule # 66

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60

msnbc.com	2.37	3.93
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	86.96	83.81	86.40	86.89	93.27	86.68	86.68	86.82	86.68
1	9.06	15.02	10.58	9.83	1.69	9.66	9.68	9.41	9.61
2	3.60	1.12	2.36	2.46	1.72	3.29	3.31	3.40	3.38
3	.38	.04	.53	.64	2.30	.30	.27	.33	.28
4	.00	.00	.10	.15	.37	.06	.05	.05	.04
5	.00	.00	.02	.03	.02	.00	.00	.00	.00
6	.00	.00	.00	.00	.63	.00	.00	.00	.00
AER		24.16	4.29	1.00	48.39	2.15	2.15	1.07	2.15
APE		67.33	23.24	18.02	93.48	8.05	8.21	4.98	6.98

Schedule # 67

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
go.com	4.26	6.60
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	73.49	67.07	72.22	73.53	73.65	73.25	73.26	73.42	73.25
1	16.20	27.70	19.63	17.82	15.54	16.54	16.52	16.21	16.44
2	8.78	4.77	5.99	5.98	9.94	8.87	8.95	9.02	9.03
3	1.25	.44	1.68	1.96	.28	.98	.95	1.05	.98
4	.27	.02	.40	.56	.57	.32	.30	.29	.28
5	.00	.00	.07	.13	.00	.02	.01	.01	.01
6	.00	.00	.01	.02	.02	.00	.00	.00	.00
AER		24.22	4.79	0.11	0.60	0.91	0.87	0.26	0.91
APE		62.50	25.88	21.01	11.73	2.90	3.13	1.81	2.94

Schedule # 68

Site	Avg. Aud. (%)	Cume (%)
netscape.com	3.79	5.07
amazon.com	3.19	5.62
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	86.91	82.32	86.59	87.26	92.73	86.55	86.59	87.12	86.55
1	8.57	16.28	9.36	8.45	1.73	9.03	8.90	7.88	8.61
2	3.38	1.34	2.80	2.78	1.77	3.46	3.75	3.96	4.12
3	.76	.06	.91	1.03	2.65	.71	.60	.85	.61
4	.38	.00	.27	.36	.38	.25	.16	.17	.11
5	.00	.00	.06	.10	.03	.01	.01	.02	.01
6	.00	.00	.01	.02	.71	.00	.00	.00	.00
AER		35.06	2.44	3.44	44.46	2.75	2.44	1.60	2.75
APE		82.73	12.99	8.63	84.64	5.58	8.33	12.15	9.24

Schedule # 69

Site	Avg. Aud. (%)	Cume (%)
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
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0	90.40	87.20	90.02	90.66	94.82	90.37	90.48	90.60	90.37
1	6.00	12.08	7.35	6.44	1.34	6.02	5.93	5.72	6.01
2	3.33	.70	1.92	1.95	1.52	3.36	3.28	3.30	3.39
3	.22	.02	.54	.67	1.30	.20	.22	.29	.19
4	.05	.00	.14	.22	.43	.05	.08	.08	.05
5	.00	.00	.03	.06	.01	.00	.00	.00	.00
6	.00	.00	.00	.01	.58	.00	.00	.00	.00
AER		33.33	3.96	1.88	46.04	0.31	0.83	2.08	0.31
APE		93.33	33.33	26.15	88.75	0.73	1.56	4.27	1.04

Schedule # 70

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	73.21	67.84	72.04	72.89	72.87	72.78	72.78	72.99	72.78
1	17.24	27.20	20.47	19.25	17.87	18.14	18.17	17.72	18.03
2	8.40	4.54	5.74	5.80	8.52	7.98	8.03	8.17	8.16
3	1.04	.40	1.42	1.62	.30	.92	.87	.96	.89
4	.11	.02	.29	.38	.42	.17	.15	.15	.14
5	.00	.00	.04	.07	.00	.01	.01	.01	.01
6	.00	.00	.00	.01	.01	.00	.00	.00	.00
AER		20.04	4.37	1.01	1.27	1.61	1.61	0.82	1.61
APE		54.31	24.23	20.68	6.76	5.64	5.67	3.14	4.55

Schedule # 71

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
geocities.com	2.92	5.56
msnbc.com	2.37	3.93

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	71.96	66.39	70.62	71.78	70.22	71.68	71.70	71.83	71.68
1	17.79	28.15	21.42	19.75	21.07	18.31	18.24	17.97	18.19
2	9.00	4.97	6.10	6.16	7.98	8.91	9.03	9.11	9.10
3	1.20	.47	1.51	1.78	.39	.93	.90	.96	.91
4	.05	.02	.30	.43	.34	.16	.12	.12	.11
5	.00	.00	.04	.08	.00	.01	.01	.01	.00
6	.00	.00	.00	.01	.01	.00	.00	.00	.00
AER		19.86	4.78	0.39	6.21	1.00	0.93	0.46	1.00
APE		54.03	25.43	20.86	19.29	3.57	3.07	2.18	3.03

Schedule # 72

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	47.35	33.73	38.03	47.25	53.31	47.54	47.59	47.17	47.54
1	8.84	40.19	35.21	25.73	8.13	8.83	8.82	9.33	9.07
2	41.63	19.95	18.32	14.39	31.33	41.12	40.95	41.29	40.85
3	1.42	5.28	6.53	7.54	1.09	1.68	1.77	1.35	1.54

4	.76	.79	1.63	3.49	5.73	.85	.86	.83	.97
5	.00	.06	.26	1.30	.01	-.01	.01	.02	.02
6	.00	.00	.02	.30	.39	-.01	.00	.00	.00
AER	25.87	17.70	0.27	11.32	0.36	0.46	0.34	0.36	
APE	108.22	106.25	103.67	31.74	1.69	2.20	1.88	2.58	

Schedule # 73

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
google.com	9.90	15.17
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	41.63	28.64	33.63	41.12	44.81	41.81	41.86	41.07	41.81
1	12.55	39.81	34.66	27.58	14.10	12.70	12.74	13.65	13.00
2	39.23	23.07	20.42	16.56	31.99	38.30	37.90	38.52	37.81
3	4.69	7.13	8.36	8.88	2.55	5.28	5.55	4.90	5.32
4	1.75	1.24	2.43	4.08	6.06	1.82	1.87	1.79	2.00
5	.16	.11	.46	1.46	.04	.08	.06	.06	.06
6	.00	.00	.04	.32	.45	.01	.00	.01	.01
AER	22.25	13.71	0.87	5.45	0.31	0.39	0.96	0.31	
APE	79.53	78.14	78.53	27.09	3.14	4.45	3.72	4.90	

Schedule # 74

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
geocities.com	2.92	5.56

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	33.50	22.26	26.75	30.40	33.25	31.82	31.78	31.23	31.82
1	16.37	38.00	34.19	31.19	21.26	20.10	20.18	20.56	19.91
2	37.59	27.03	23.70	21.25	32.85	35.49	35.63	36.12	35.74
3	8.89	10.25	11.01	11.15	5.74	8.81	8.56	8.44	8.80
4	3.60	2.19	3.54	4.51	6.28	3.55	3.63	3.46	3.54
5	.05	.25	.73	1.30	.14	.22	.21	.18	.18
6	.00	.01	.08	.21	.49	.01	.01	.01	.01
AER	16.90	10.15	4.63	0.38	2.53	2.59	3.41	2.53	
APE	52.89	52.11	53.82	24.12	9.23	9.47	9.61	8.54	

Schedule # 75

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
go.com	4.26	6.60
weather.com	3.33	5.02

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	38.08	28.52	31.45	36.93	43.66	37.52	37.57	37.55	37.52
1	18.00	39.80	36.72	31.34	15.72	19.04	19.00	18.88	18.91
2	38.24	23.14	21.57	18.69	31.52	37.99	37.92	38.06	38.09
3	4.09	7.18	8.00	8.81	2.86	3.78	3.85	3.91	3.89
4	1.47	1.25	1.95	3.25	5.78	1.52	1.57	1.52	1.51
5	.11	.12	.29	.86	.05	.11	.07	.07	.07
6	.00	.00	.02	.13	.42	.03	.02	.01	.01
AER	15.44	10.71	1.97	9.01	0.90	0.82	0.86	0.90	

APE	64.95	64.57	65.04	24.26	2.71	2.78	2.16	2.18
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Schedule # 76

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
windowsmedia.com	3.46	5.84
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	47.46	33.71	38.44	47.32	52.28	47.61	47.64	47.34	47.61
1	9.33	40.19	34.73	25.65	9.82	9.27	9.32	9.66	9.44
2	40.43	19.96	18.16	14.35	30.70	40.03	39.80	40.06	39.78
3	2.02	5.29	6.63	7.55	1.32	2.29	2.37	2.10	2.26
4	.60	.79	1.72	3.51	5.48	.74	.84	.81	.88
5	.16	.06	.29	1.31	.02	.04	.02	.02	.03
6	.00	.00	.03	.31	.38	.01	.00	.00	.00
AER		26.17	17.17	0.32	9.17	0.29	0.34	0.23	0.29
APE		104.47	101.94	99.54	31.06	1.90	2.61	2.15	2.68

Schedule # 77

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
google.com	9.90	15.17
lycos.com	3.11	4.80

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	41.84	28.01	33.51	40.74	45.50	41.58	41.61	40.84	41.58
1	11.40	39.71	34.12	27.43	12.04	12.38	12.48	13.30	12.63
2	39.23	23.46	20.44	16.64	33.01	38.26	37.91	38.56	37.99
3	5.40	7.39	8.67	9.05	2.27	5.52	5.63	5.05	5.33
4	2.02	1.31	2.65	4.24	6.63	2.12	2.25	2.13	2.30
5	.11	.12	.54	1.56	.04	.12	.10	.09	.14
6	.00	.00	.06	.35	.51	.03	.02	.02	.03
AER		23.78	14.32	1.89	6.29	0.45	0.40	1.72	0.45
APE		80.45	78.92	79.59	26.10	3.80	4.97	5.28	4.95

Schedule # 78

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
geocities.com	2.92	5.56

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	21.71	13.39	14.38	18.87	26.85	21.62	21.88	18.76	21.62
1	10.37	31.99	31.57	29.44	13.51	11.81	12.94	16.40	14.49
2	50.79	31.83	30.65	26.04	38.59	49.20	46.43	49.26	46.05
3	10.37	16.89	16.81	16.07	7.14	9.58	9.55	6.72	7.74
4	6.11	5.04	5.49	7.13	12.19	7.11	8.93	8.56	9.50
5	.60	.80	1.01	2.12	.34	.63	.27	.29	.57
6	.05	.05	.08	.33	1.37	.04	.00	.01	.03
AER		10.63	9.36	3.73	6.57	0.11	0.22	3.77	0.11
APE		61.78	62.38	66.85	33.50	6.21	13.99	17.90	19.07

Schedule # 79

Site	Avg. Aud. (%)	Cume (%)
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lycos.com	3.11	4.80
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	89.63	86.81	89.20	89.75	94.43	89.63	89.71	89.74	89.63
1	6.93	12.43	8.32	7.50	1.54	6.97	6.86	6.81	6.98
2	3.33	.74	1.90	1.99	1.57	3.22	3.22	3.23	3.21
3	.05	.02	.46	.57	1.56	.14	.17	.19	.15
4	.05	.00	.10	.15	.37	.04	.04	.04	.04
5	.00	.00	.02	.03	.01	.00	.00	.00	.00
6	.00	.00	.00	.00	.51	.00	.00	.00	.00
AER		27.19	4.15	1.83	46.29	0.00	0.77	1.06	0.00
APE		78.78	31.82	24.69	91.61	2.41	2.99	3.57	2.70

Schedule # 80

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
lycos.com	3.11	4.80
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	47.90	33.89	38.64	47.44	52.16	47.75	47.77	47.53	47.75
1	8.95	40.19	34.68	25.66	10.28	9.39	9.49	9.78	9.51
2	40.10	19.86	18.06	14.32	30.43	39.69	39.41	39.61	39.47
3	2.35	5.23	6.59	7.51	1.37	2.48	2.57	2.35	2.52
4	.71	.78	1.71	3.48	5.37	.63	.74	.72	.72
5	.00	.06	.29	1.30	.02	.05	.02	.02	.02
6	.00	.00	.03	.30	.37	.01	.00	.00	.00
AER		26.89	17.77	0.94	8.18	0.29	0.25	0.71	0.29
APE		104.59	102.36	99.85	32.69	2.15	2.88	2.59	2.67

Schedule # 81

Site	Avg. Aud. (%)	Cume (%)
mcafee.com	3.00	3.71
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	87.83	83.25	86.63	87.87	87.27	87.72	87.78	87.74	87.72
1	6.49	15.44	9.89	8.19	7.80	6.80	6.78	6.84	6.84
2	5.46	1.25	2.53	2.55	4.67	5.17	5.08	5.08	5.11
3	.16	.06	.71	.91	.05	.25	.28	.25	.24
4	.05	.00	.19	.33	.20	.05	.09	.08	.08
5	.00	.00	.05	.11	.00	.00	.00	.00	.00
6	.00	.00	.01	.03	.01	.00	.00	.00	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		37.63	9.86	0.99	4.60	0.90	0.41	0.74	0.90
APE		109.37	58.18	47.58	19.47	5.67	6.82	6.98	6.66

Schedule # 82

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17

netscape.com	3.79	5.07
cnn.com	2.59	4.31
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	47.95	37.13	41.59	47.55	52.56	47.85	48.02	47.62	47.85
1	16.20	39.16	34.00	27.78	13.81	16.41	16.48	16.97	16.65
2	31.91	18.07	16.52	14.20	27.15	31.95	31.22	31.44	31.63
3	2.84	4.76	5.87	6.53	1.68	2.59	2.89	2.63	2.44
4	.93	.79	1.61	2.66	4.40	.95	1.31	1.26	1.22
5	.05	.08	.34	.94	.03	.19	.07	.06	.17
6	.11	.01	.05	.27	.37	.06	.01	.01	.04
7	.00	.00	.01	.06	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.01	.00	.00	.00	.00
AER		20.79	12.22	0.96	8.86	0.19	0.13	0.63	0.19
APE		74.91	71.59	68.84	23.19	1.36	2.92	3.63	3.09

Schedule # 83

Site	Avg. Aud. (%)	Cume (%)
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	84.23	80.10	83.75	84.55	83.41	84.00	84.11	84.36	84.00
1	10.53	18.02	12.05	10.94	11.82	11.00	10.87	10.37	10.88
2	4.53	1.77	3.09	3.13	4.47	4.30	4.35	4.46	4.49
3	.60	.10	.83	.98	.10	.53	.53	.65	.52
4	.05	.00	.21	.30	.19	.15	.13	.14	.10
5	.05	.00	.05	.08	.00	.01	.01	.01	.01
6	.00	.00	.01	.02	.01	.00	.00	.00	.00
7	.00	.00	.00	.00	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		26.19	3.04	1.65	5.20	1.46	0.76	0.82	1.46
APE		68.80	21.31	15.79	13.00	5.77	4.50	2.60	3.55

Schedule # 84

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	41.79	29.27	36.07	40.12	42.17	40.77	40.82	40.58	40.77
1	18.00	38.87	32.36	28.77	18.80	19.63	19.63	19.53	19.17
2	28.81	22.58	18.82	16.75	29.31	28.53	28.54	28.91	29.08
3	7.80	7.50	8.50	8.52	3.65	7.62	7.58	7.74	7.75
4	3.11	1.56	3.10	3.81	5.40	2.97	3.04	2.92	2.87
5	.49	.21	.91	1.46	.10	.40	.33	.28	.31
6	.00	.02	.20	.45	.54	.07	.05	.04	.05
7	.00	.00	.03	.10	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.02	.00	.00	.00	.00
AER		21.51	9.83	3.02	0.65	1.75	1.67	2.08	1.75

APE	50.25	44.17	44.29	14.93	4.11	4.12	3.66	3.37
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Schedule # 85

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
netscape.com	3.79	5.07
mcafee.com	3.00	3.71
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	37.26	28.29	30.82	36.35	43.78	36.69	36.97	36.82	36.69
1	17.89	38.69	36.27	31.25	14.78	18.59	18.51	18.54	18.66
2	38.19	23.15	21.64	18.54	31.14	38.81	38.10	38.33	38.43
3	4.26	7.92	8.43	8.86	3.05	3.52	3.86	3.86	3.81
4	2.24	1.69	2.32	3.51	6.44	2.04	2.35	2.27	2.25
5	.16	.23	.46	1.14	.09	.28	.15	.14	.12
6	.00	.02	.06	.29	.69	.08	.05	.04	.04
7	.00	.00	.01	.05	.00	.01	.00	.00	.00
8	.00	.00	.00	.00	.03	.00	.00	.00	.00
AER		14.30	10.26	1.37	10.39	0.91	0.46	0.70	0.91
APE		63.98	63.04	64.07	26.08	3.94	2.04	2.04	2.47

Schedule # 86

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
google.com	9.90	15.17
geocities.com	2.92	5.56
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	64.59	55.32	63.42	64.66	61.93	63.48	63.46	64.63	63.48
1	20.08	33.99	22.93	21.46	23.07	21.50	21.65	19.29	20.80
2	10.58	9.14	8.87	8.62	12.43	10.77	11.08	11.63	11.82
3	3.49	1.40	3.27	3.43	1.38	3.12	2.85	3.43	3.06
4	1.04	.13	1.10	1.27	1.09	.96	.84	.89	.74
5	.11	.01	.32	.42	.02	.14	.11	.11	.08
6	.11	.00	.08	.12	.09	.02	.01	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		26.18	3.30	0.06	7.51	3.13	3.19	0.11	3.13
APE		52.41	14.37	11.21	20.08	6.16	8.50	6.07	7.96

Schedule # 87

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
weather.com	3.33	5.02
amazon.com	3.19	5.62
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	48.06	37.11	41.67	47.40	51.17	47.81	47.85	47.55	47.81
1	16.64	39.16	33.89	27.92	16.05	17.03	17.03	17.37	17.04
2	30.50	18.08	16.49	14.26	26.36	30.64	30.53	30.70	30.60
3	3.60	4.77	5.90	6.53	1.96	3.29	3.31	3.15	3.30
4	1.20	.79	1.64	2.65	4.08	1.10	1.19	1.14	1.16

5	.00	.08	.35	.92	.03	.10	.08	.07	.08
6	.00	.01	.06	.26	.33	.03	.01	.01	.01
7	.00	.00	.01	.05	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.01	.00	.00	.00	.00
AER		21.08	12.30	1.46	5.99	0.48	0.40	0.98	0.48
APE		70.49	66.27	63.80	18.52	2.06	1.56	2.93	1.79

Schedule # 88

Site	Avg. Aud. (%)	Cume (%)
netscape.com	3.79	5.07
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	84.07	78.99	82.97	84.30	83.94	84.11	84.10	84.10	84.11
1	9.38	18.91	12.47	10.66	9.54	9.33	9.37	9.37	9.32
2	6.00	1.98	3.32	3.33	6.17	5.92	5.89	5.90	5.94
3	.38	.12	.93	1.16	.07	.50	.48	.48	.49
4	.11	.00	.25	.40	.27	.13	.15	.15	.13
5	.05	.00	.06	.12	.00	.01	.01	.01	.01
6	.00	.00	.01	.03	.01	.00	.00	.00	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		31.89	6.91	0.94	0.82	0.25	0.19	0.19	0.25
APE		87.70	40.68	32.20	5.40	1.95	1.88	1.82	1.82

Schedule # 89

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	50.74	37.88	44.50	49.78	51.96	49.88	49.87	50.51	49.88
1	14.95	39.10	31.51	26.14	15.88	16.10	16.06	14.92	15.53
2	28.31	17.65	15.40	13.36	25.97	28.49	28.83	28.80	29.27
3	4.36	4.56	6.03	6.40	1.86	3.98	3.78	4.33	4.07
4	1.42	.73	1.94	2.80	3.96	1.39	1.33	1.31	1.15
5	.22	.08	.51	1.08	.03	.14	.11	.11	.09
6	.00	.00	.10	.35	.32	.03	.02	.02	.01
7	.00	.00	.01	.08	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.01	.00	.00	.00	.00
AER		26.11	12.67	1.99	2.48	1.75	1.77	0.47	1.75
APE		72.76	65.08	62.65	17.93	3.76	4.93	1.60	4.55

Schedule # 90

Site	Avg. Aud. (%)	Cume (%)
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
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0	85.82	81.73	84.86	86.15	85.11	85.82	85.82	85.75	85.82
1	8.89	16.70	11.50	9.67	10.30	8.92	8.92	9.03	8.95
2	4.96	1.49	2.75	2.84	4.33	4.85	4.84	4.83	4.80
3	.22	.08	.69	.93	.07	.34	.34	.31	.34
4	.11	.00	.16	.30	.18	.07	.07	.07	.08
5	.00	.00	.03	.09	.00	.00	.00	.00	.00
6	.00	.00	.01	.02	.01	.00	.00	.00	.00
7	.00	.00	.00	.00	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		28.84	6.77	1.83	5.01	0.00	0.00	0.49	0.00
APE		81.31	37.94	27.57	16.01	2.12	2.19	2.82	2.61

Schedule # 91

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	73.76	66.99	72.78	73.98	73.96	73.61	73.61	73.93	73.61
1	16.04	27.52	18.77	17.20	14.97	16.16	16.15	15.51	15.93
2	8.29	4.95	5.93	5.85	9.94	8.35	8.47	8.61	8.69
3	1.36	.51	1.84	2.04	.37	1.37	1.31	1.48	1.36
4	.44	.03	.52	.68	.72	.45	.41	.41	.37
5	.05	.00	.13	.20	.00	.05	.04	.04	.03
6	.05	.00	.03	.05	.04	.01	.01	.01	.01
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		25.80	3.73	0.80	0.76	0.57	0.57	0.65	0.57
APE		61.66	21.91	17.84	15.43	0.91	1.60	4.00	2.44

Schedule # 92

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
lycos.com	3.11	4.80
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	21.44	12.20	15.44	18.27	26.19	20.57	20.86	18.75	20.57
1	13.86	29.35	28.53	27.57	11.29	15.77	15.98	17.70	16.18
2	38.24	30.91	27.27	24.66	37.74	37.27	36.03	37.88	36.58
3	13.26	18.59	17.37	16.29	7.15	12.93	13.08	12.38	12.73
4	11.35	6.99	7.97	8.45	14.36	11.79	12.76	12.24	12.51
5	1.64	1.68	2.67	3.45	.65	1.30	1.05	.84	1.14
6	.22	.25	.64	1.07	2.44	.35	.24	.19	.27
7	.00	.02	.10	.23	.01	.02	.01	.01	.01
8	.00	.00	.01	.03	.18	.00	.00	.00	.00
AER		11.76	7.64	4.10	6.05	1.11	0.74	3.42	1.11
APE		41.50	44.16	46.00	19.84	5.27	8.32	8.67	7.93

Schedule # 93

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22

go.com	4.26	6.60
earthlink.net	2.35	3.16
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	68.90	61.83	67.18	68.83	68.70	68.68	68.65	68.70	68.68
1	18.17	30.64	22.69	20.52	18.14	18.45	18.54	18.38	18.37
2	10.75	6.64	7.30	7.17	11.84	10.88	10.88	10.95	11.01
3	1.75	.82	2.14	2.44	.50	1.54	1.48	1.52	1.51
4	.44	.06	.55	.77	.79	.42	.41	.40	.39
5	.00	.00	.12	.21	.00	.03	.03	.03	.03
6	.00	.00	.02	.05	.03	.00	.01	.00	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.73	5.53	0.42	0.64	0.71	0.80	0.64	0.71
APE		57.52	27.68	23.22	8.84	2.15	2.70	2.28	2.51

Schedule # 94

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
amazon.com	3.19	5.62
geocities.com	2.92	5.56
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	81.51	77.70	80.90	81.55	79.79	81.12	81.11	81.32	81.12
1	12.98	19.92	14.62	13.67	16.02	13.78	13.87	13.42	13.72
2	4.80	2.23	3.46	3.54	3.91	4.37	4.34	4.49	4.46
3	.60	.14	.81	.94	.16	.62	.58	.66	.60
4	.11	.01	.17	.23	.13	.11	.10	.10	.09
5	.00	.00	.03	.05	.00	.01	.01	.01	.01
6	.00	.00	.00	.01	.00	.00	.00	.00	.00
7	.00	.00	.00	.00	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.61	3.30	0.00	9.30	2.11	2.16	1.03	2.11
APE		54.46	17.74	13.36	23.74	6.81	7.52	4.49	6.00

Schedule # 95

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
go.com	4.26	6.60
geocities.com	2.92	5.56
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	48.61	36.90	42.84	48.02	46.72	48.22	48.24	48.64	48.22
1	16.91	39.18	32.43	27.16	23.08	17.32	17.24	16.46	16.91
2	28.42	18.20	16.05	14.00	23.92	28.54	28.80	28.82	29.08
3	4.64	4.83	6.18	6.60	2.86	4.54	4.44	4.81	4.61
4	1.09	.80	1.92	2.80	3.12	1.24	1.17	1.16	1.09
5	.27	.09	.47	1.03	.05	.14	.10	.10	.09
6	.05	.01	.09	.31	.24	.01	.01	.01	.01
7	.00	.00	.01	.07	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.01	.00	.00	.00	.00
AER		22.79	11.23	1.13	3.68	0.76	0.72	0.06	0.76

APE	64.58	59.37	57.29	28.99	1.85	2.34	2.53	1.77
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Schedule # 96

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	58.05	49.48	56.02	57.45	57.99	57.42	57.41	57.40	57.42
1	22.31	36.39	27.69	25.98	21.65	23.73	23.72	23.53	23.48
2	15.28	11.71	11.05	10.73	17.32	14.26	14.41	14.58	14.62
3	3.11	2.15	3.79	4.02	1.32	3.41	3.34	3.41	3.43
4	1.09	.25	1.12	1.33	1.62	1.04	.99	.95	.95
5	.16	.02	.27	.38	.01	.12	.11	.10	.10
6	.00	.00	.05	.09	.10	.02	.02	.01	.01
7	.00	.00	.01	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.43	4.84	1.57	0.14	1.50	1.53	1.55	1.50
APE		46.70	25.01	23.10	12.56	6.79	6.39	5.79	5.63

Schedule # 97

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
weather.com	3.33	5.02
lycos.com	3.11	4.80
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	71.25	63.72	69.76	71.21	70.94	70.77	70.78	71.10	70.77
1	16.53	29.54	20.58	18.72	16.40	17.46	17.43	16.80	17.20
2	10.09	5.99	6.75	6.61	11.44	9.66	9.78	9.90	10.03
3	1.53	.69	2.12	2.36	.41	1.50	1.46	1.65	1.52
4	.55	.05	.60	.79	.77	.54	.50	.50	.44
5	.00	.00	.15	.24	.00	.06	.05	.05	.04
6	.05	.00	.03	.06	.03	.01	.01	.01	.01
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		26.19	5.18	0.24	1.08	1.67	1.63	0.52	1.67
APE		64.35	28.52	24.35	9.88	5.22	4.94	2.50	3.23

Schedule # 98

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
digitalcity.com	3.30	5.35
msnbc.com	2.37	3.93
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	74.80	69.74	73.79	74.75	75.37	74.85	74.86	74.80	74.85
1	16.42	25.71	19.30	17.94	15.31	16.39	16.36	16.45	16.39
2	7.75	4.15	5.23	5.28	8.58	7.67	7.68	7.69	7.67
3	.93	.38	1.32	1.52	.26	.87	.88	.86	.87
4	.05	.02	.30	.40	.48	.20	.20	.19	.20

5	.00	.00	.06	.09	.00	.02	.01	.01	.02
6	.05	.00	.01	.02	.02	.00	.00	.00	.00
7	.00	.00	.00	.00	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	20.08	4.01	0.08	2.26	0.20	0.24	0.00	0.20	
APE	53.65	24.37	20.04	12.18	1.55	1.55	1.43	1.55	

Schedule # 99

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	75.78	69.54	74.48	75.55	73.26	74.97	74.92	75.35	74.97
1	14.78	25.85	18.17	16.73	19.15	16.35	16.57	15.71	16.15
2	7.80	4.20	5.32	5.31	6.82	7.16	7.13	7.35	7.51
3	1.47	.39	1.52	1.72	.41	1.23	1.09	1.29	1.14
4	.11	.02	.40	.52	.35	.25	.25	.27	.21
5	.05	.00	.09	.14	.00	.02	.03	.03	.02
6	.00	.00	.02	.03	.02	.00	.00	.00	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	25.76	5.37	1.03	10.40	3.34	3.55	1.78	3.34	
APE	65.61	25.89	21.59	27.75	10.82	12.39	7.18	8.75	

Schedule # 100

Site	Avg. Aud. (%)	Cume (%)
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
real.com	2.07	3.60
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	86.69	83.22	85.90	86.95	86.30	86.64	86.64	86.58	86.64
1	8.84	15.46	10.94	9.42	9.63	8.94	8.94	9.04	8.95
2	4.09	1.26	2.44	2.56	3.87	4.10	4.08	4.07	4.09
3	.38	.06	.57	.77	.06	.28	.29	.26	.27
4	.00	.00	.12	.23	.15	.04	.05	.05	.05
5	.00	.00	.02	.06	.00	.00	.00	.00	.00
6	.00	.00	.00	.01	.00	.00	.00	.00	.00
7	.00	.00	.00	.00	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	26.07	5.94	1.28	2.93	0.38	0.38	0.83	0.38	
APE	73.40	30.65	21.04	11.12	1.88	1.88	2.93	2.03	

Schedule # 101

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
mcafee.com	3.00	3.71
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
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0	77.09	71.42	75.79	77.39	77.03	77.01	77.10	77.05	77.01
1	13.91	24.55	17.65	15.44	14.11	14.10	14.06	14.12	14.17
2	8.07	3.69	4.87	4.88	8.19	7.98	7.86	7.87	7.90
3	.82	.32	1.30	1.61	.20	.72	.75	.73	.71
4	.11	.02	.32	.50	.44	.18	.21	.21	.20
5	.00	.00	.07	.14	.00	.00	.01	.01	.01
6	.00	.00	.01	.03	.01	.00	.00	.00	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		24.75	5.67	0.92	0.26	0.35	0.04	0.17	0.35
APE		68.14	33.65	26.54	5.59	1.96	2.36	2.66	2.79

Schedule # 102

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
weather.com	3.33	5.02
amazon.com	3.19	5.62
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	74.25	67.74	73.34	74.29	73.67	73.69	73.67	74.25	73.69
1	16.09	27.04	18.51	17.25	16.52	17.00	17.06	15.91	16.67
2	7.64	4.72	5.75	5.70	8.69	7.41	7.58	7.87	7.94
3	1.53	.47	1.76	1.92	.45	1.45	1.31	1.57	1.37
4	.44	.03	.49	.61	.63	.40	.34	.36	.29
5	.00	.00	.12	.17	.00	.04	.04	.04	.03
6	.05	.00	.02	.04	.04	.01	.01	.01	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		25.28	3.53	0.12	2.25	2.17	2.25	0.00	2.17
APE		59.77	18.41	14.95	10.72	5.20	5.55	2.37	4.93

Schedule # 103

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
amazon.com	3.19	5.62

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	18.06	11.25	12.15	13.72	26.09	18.15	18.78	13.91	18.15
1	10.04	28.27	28.14	27.84	9.58	12.26	13.54	18.36	14.96
2	48.28	31.06	29.95	28.17	38.24	44.27	40.56	44.90	41.90
3	13.15	19.51	19.10	18.39	6.60	13.62	13.37	10.42	10.97
4	8.24	7.66	7.97	8.42	15.71	9.59	11.97	10.77	11.36
5	1.36	1.92	2.23	2.75	.66	1.58	1.51	1.25	1.95
6	.76	.30	.41	.62	2.88	.45	.27	.38	.64
7	.11	.03	.04	.09	.01	.06	.00	.01	.05
8	.00	.00	.00	.01	.22	.01	.00	.00	.01
AER		8.31	7.21	5.41	9.80	0.11	0.88	5.06	0.11
APE		53.08	53.62	54.78	33.76	10.54	19.43	21.42	21.21

Schedule # 104

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60

msnbc.com	2.37	3.93
overture.com	2.21	3.98
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	84.40	81.05	83.98	84.49	83.76	84.14	84.14	84.40	84.14
1	11.29	17.26	12.36	11.60	12.12	11.64	11.68	11.17	11.55
2	3.55	1.61	2.83	2.90	3.88	3.64	3.67	3.84	3.80
3	.71	.09	.66	.77	.09	.47	.42	.51	.44
4	.05	.00	.14	.19	.14	.09	.07	.08	.06
5	.00	.00	.03	.04	.00	.01	.01	.01	.00
6	.00	.00	.00	.01	.00	.00	.00	.00	.00
7	.00	.00	.00	.00	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.47	2.69	0.26	4.10	1.67	1.67	0.00	1.67
APE		55.00	12.56	7.76	11.99	4.68	5.32	4.17	5.06

Schedule # 105

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
google.com	9.90	15.17
netscape.com	3.79	5.07
weather.com	3.33	5.02

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	32.57	23.61	26.53	30.37	38.32	32.01	32.05	31.08	32.01
1	18.39	37.35	34.99	31.97	15.60	19.80	19.83	20.71	19.87
2	37.92	25.85	23.66	21.08	32.88	36.84	36.64	37.41	36.77
3	7.15	10.22	10.55	10.59	4.31	7.43	7.52	7.12	7.36
4	3.60	2.53	3.35	4.25	7.73	3.42	3.50	3.27	3.50
5	.27	.40	.77	1.36	.18	.39	.36	.31	.39
6	.11	.04	.12	.33	.93	.10	.10	.08	.10
7	.00	.00	.01	.06	.00	.00	.00	.00	.01
8	.00	.00	.00	.00	.05	.00	.00	.00	.00
AER		13.29	8.96	3.32	8.53	0.83	0.77	2.21	0.83
APE		52.45	51.95	53.21	23.37	4.57	4.88	4.83	4.57

Schedule # 106

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
weather.com	3.33	5.02
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	15.88	10.50	10.81	11.64	25.67	15.31	15.47	11.52	15.31
1	9.55	27.33	27.32	27.24	8.49	12.36	13.14	17.11	14.77
2	48.88	31.13	30.73	29.69	38.65	46.97	45.10	48.95	44.61
3	14.57	20.26	20.10	19.66	6.28	12.32	12.22	9.17	10.29
4	10.37	8.24	8.36	8.63	16.75	12.18	13.30	12.52	13.82
5	.65	2.15	2.26	2.57	.67	.74	.66	.56	.92
6	.11	.35	.39	.50	3.21	.13	.10	.16	.26
7	.00	.03	.04	.06	.01	.00	.00	.00	.01
8	.00	.00	.00	.00	.26	.00	.00	.00	.00
AER		6.40	6.03	5.12	11.64	0.68	0.49	5.18	0.68

APE	53.64	53.96	54.78	34.89	10.57	15.06	18.21	20.98
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Schedule # 107

Site	Avg. Aud. (%)	Cume (%)
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	88.11	83.66	87.17	88.53	88.14	88.21	88.33	88.33	88.21
1	6.49	15.09	9.37	7.54	6.59	6.25	6.19	6.19	6.32
2	5.18	1.19	2.48	2.46	5.00	5.28	5.10	5.11	5.18
3	.11	.05	.72	.93	.04	.22	.27	.27	.21
4	.11	.00	.20	.36	.22	.04	.10	.10	.08
5	.00	.00	.05	.13	.00	.00	.00	.00	.00
6	.00	.00	.01	.04	.01	.00	.00	.00	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		37.43	7.91	2.78	0.25	0.84	1.85	1.85	0.84
APE		107.32	53.32	42.22	3.95	4.37	4.63	4.54	2.52

Schedule # 108

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
digitalcity.com	3.30	5.35
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	76.16	70.53	74.66	75.88	75.85	75.69	75.70	75.69	75.69
1	14.62	25.17	18.62	16.92	15.31	15.77	15.74	15.72	15.73
2	8.18	3.93	5.05	5.10	8.14	7.47	7.52	7.54	7.52
3	.98	.35	1.30	1.54	.24	.85	.84	.84	.84
4	.05	.02	.30	.43	.44	.21	.20	.19	.20
5	.00	.00	.06	.11	.00	.01	.01	.01	.01
6	.00	.00	.01	.02	.02	.00	.00	.00	.00
7	.00	.00	.00	.00	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		23.62	6.29	1.55	1.30	1.97	1.93	1.97	1.97
APE		64.85	32.59	27.06	7.89	9.06	8.72	8.52	8.68

Schedule # 109

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	47.08	35.85	41.00	46.20	48.98	46.66	46.67	46.53	46.66
1	17.29	39.24	33.46	28.17	17.82	17.92	17.92	17.96	17.77
2	29.41	18.79	16.81	14.68	26.37	29.53	29.55	29.72	29.77
3	4.86	5.14	6.34	6.82	2.34	4.41	4.42	4.41	4.39
4	1.20	.88	1.88	2.80	4.08	1.32	1.30	1.25	1.27

5	.16	.10	.43	.99	.04	.13	.12	.11	.12
6	.00	.01	.08	.28	.34	.02	.02	.01	.02
7	.00	.00	.01	.06	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.01	.00	.00	.00	.00
AER	21.22	11.49	1.85	3.59	0.79	0.77	1.04	0.79	
APE	62.81	59.13	57.35	17.84	2.59	2.59	2.91	2.72	

Schedule # 110

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
mcafee.com	3.00	3.71
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	34.86	24.76	26.86	33.59	41.08	35.20	35.44	33.35	35.20
1	13.91	37.76	35.98	30.48	13.28	14.33	14.57	16.99	15.61
2	42.66	25.20	23.69	19.40	33.26	40.94	39.45	41.17	39.20
3	5.51	9.61	9.93	10.05	3.40	6.64	7.17	5.41	6.22
4	2.95	2.29	2.88	4.36	7.87	2.56	3.20	2.89	3.48
5	.11	.35	.59	1.57	.13	.24	.16	.15	.22
6	.00	.03	.08	.44	.93	.08	.01	.04	.06
7	.00	.00	.01	.09	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.05	.00	.00	.00	.00
AER	15.51	12.28	1.93	9.55	0.52	0.89	2.32	0.52	
APE	71.14	70.77	73.35	27.72	5.94	8.97	7.38	10.09	

Schedule # 111

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
digitalcity.com	3.30	5.35
earthlink.net	2.35	3.16
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	71.14	65.18	69.83	71.17	71.45	70.88	70.99	71.03	70.88
1	17.68	28.66	21.54	19.70	17.24	18.37	18.24	18.11	18.31
2	9.87	5.51	6.39	6.37	10.24	9.29	9.28	9.35	9.38
3	1.04	.61	1.73	2.00	.40	1.14	1.17	1.20	1.14
4	.22	.04	.41	.58	.65	.28	.30	.29	.27
5	.05	.00	.08	.14	.00	.03	.02	.02	.02
6	.00	.00	.01	.03	.03	.00	.00	.00	.00
7	.00	.00	.00	.00	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	20.65	4.54	0.17	1.07	0.90	0.52	0.38	0.90	
APE	55.44	28.62	24.12	6.79	5.02	4.82	4.19	4.50	

Schedule # 112

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
netscape.com	3.79	5.07
amazon.com	3.19	5.62
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
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0	75.18	68.01	73.84	75.28	74.23	74.63	74.70	75.03	74.63
1	14.24	26.86	18.03	16.15	15.64	15.25	15.33	14.71	15.11
2	8.84	4.64	5.68	5.57	9.11	8.41	8.27	8.37	8.64
3	1.25	.46	1.78	2.02	.36	1.31	1.24	1.43	1.24
4	.49	.03	.52	.70	.62	.36	.41	.41	.33
5	.00	.00	.13	.22	.00	.03	.04	.04	.03
6	.00	.00	.03	.06	.03	.01	.01	.01	.01
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		28.89	5.40	0.16	3.83	2.22	1.93	0.60	2.22
APE		72.80	30.90	25.99	10.96	6.73	7.25	5.04	5.16

Schedule # 113

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
go.com	4.26	6.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	46.48	32.69	37.65	45.93	50.35	46.38	46.44	46.32	46.38
1	9.77	39.23	34.00	26.19	10.96	9.99	9.97	10.01	9.93
2	38.46	20.59	18.29	14.49	30.45	38.27	38.20	38.34	38.34
3	3.82	6.18	7.22	7.54	1.73	3.75	3.79	3.78	3.78
4	1.25	1.16	2.21	3.60	5.89	1.48	1.51	1.45	1.45
5	.16	.14	.52	1.53	.04	.10	.09	.08	.09
6	.05	.01	.09	.55	.56	.02	.02	.01	.02
7	.00	.00	.01	.15	.00	.00	.00	.00	.00
8	.00	.00	.00	.02	.02	.00	.00	.00	.00
AER		25.77	16.50	1.07	7.23	0.19	0.07	0.30	0.19
APE		93.12	91.87	90.62	30.98	1.49	1.59	1.35	1.16

Schedule # 114

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	61.21	53.36	59.09	60.56	61.54	60.77	60.78	60.54	60.77
1	21.22	34.86	26.89	25.04	20.44	22.36	22.37	22.66	22.35
2	14.35	9.97	9.86	9.63	15.66	13.46	13.43	13.51	13.47
3	2.56	1.63	3.10	3.37	.97	2.60	2.61	2.53	2.61
4	.49	.17	.83	1.04	1.32	.72	.72	.69	.72
5	.16	.01	.19	.28	.01	.08	.07	.06	.07
6	.00	.00	.03	.06	.07	.01	.01	.01	.01
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.24	5.47	1.80	0.85	1.13	1.11	1.73	1.13
APE		50.06	28.62	26.01	12.19	6.16	6.32	6.75	6.16

Schedule # 115

Site	Avg. Aud. (%)	Cume (%)
windowsmedia.com	3.46	5.84

earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	85.54	81.73	84.87	85.87	84.67	85.40	85.47	85.53	85.40
1	9.49	16.70	11.48	10.06	11.10	9.86	9.77	9.65	9.82
2	4.53	1.49	2.75	2.83	4.02	4.27	4.26	4.29	4.34
3	.38	.08	.69	.88	.06	.36	.40	.43	.37
4	.05	.00	.16	.27	.14	.10	.09	.09	.07
5	.00	.00	.03	.07	.00	.01	.01	.01	.00
6	.00	.00	.01	.02	.00	.00	.00	.00	.00
7	.00	.00	.00	.00	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		26.35	4.63	1.66	6.02	0.97	0.48	0.07	0.97
APE		73.31	29.25	21.30	17.50	4.91	4.29	3.46	3.80

Schedule # 116

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
weather.com	3.33	5.02
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	68.96	61.37	67.29	69.22	69.93	69.13	69.09	69.10	69.13
1	17.51	30.90	22.21	19.73	15.49	17.15	17.21	17.15	17.09
2	11.57	6.80	7.39	7.19	13.04	11.59	11.63	11.68	11.71
3	1.31	.86	2.29	2.62	.47	1.54	1.48	1.50	1.51
4	.49	.07	.63	.89	1.02	.56	.54	.53	.52
5	.16	.00	.15	.27	.00	.03	.04	.04	.04
6	.00	.00	.03	.07	.05	.01	.01	.01	.01
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		24.45	5.38	0.71	3.13	0.55	0.42	0.45	0.55
APE		61.82	32.35	27.38	16.33	2.64	2.29	2.67	2.96

Schedule # 117

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	20.02	13.76	14.06	16.94	31.94	20.37	20.56	16.99	20.37
1	10.15	30.97	30.87	29.84	6.91	11.48	12.11	15.62	13.90
2	52.48	30.50	30.14	27.08	39.17	49.94	48.16	52.11	47.75
3	9.27	17.17	17.09	16.31	3.83	8.89	8.94	5.93	6.86
4	7.75	6.04	6.15	7.04	15.04	8.98	9.96	8.92	10.27
5	.22	1.36	1.44	2.22	.31	.30	.30	.25	.49
6	.11	.19	.21	.49	2.63	.05	-.02	.18	.35
7	.00	.02	.02	.07	.00	.00	-.01	.00	.01
8	.00	.00	.00	.00	.18	.00	-.01	.00	.00
AER		7.83	7.45	3.89	14.90	0.44	0.68	3.79	0.44

APE	67.08	67.29	69.13	40.10	7.03	11.32	13.07	17.42
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Schedule # 118

Site	Avg. Aud. (%)	Cume (%)
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
geocities.com	2.92	5.56

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	80.91	77.06	80.24	80.91	79.29	80.61	80.60	80.71	80.61
1	13.42	20.41	15.15	14.17	16.24	14.00	14.06	13.82	13.96
2	4.80	2.37	3.57	3.66	4.17	4.67	4.64	4.72	4.73
3	.87	.16	.82	.96	.16	.61	.59	.64	.60
4	.00	.01	.17	.24	.14	.11	.10	.10	.10
5	.00	.00	.03	.05	.00	.01	.01	.01	.01
6	.00	.00	.00	.01	.00	.00	.00	.00	.00
7	.00	.00	.00	.00	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.17	3.51	0.26	8.49	1.57	1.62	1.05	1.57
APE		53.12	16.82	11.94	22.52	5.71	6.23	4.30	5.19

Schedule # 119

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	32.57	22.10	26.90	30.17	34.74	31.28	31.51	31.28	31.28
1	17.89	36.72	33.12	30.71	18.12	20.20	20.03	19.66	19.51
2	35.30	26.69	22.98	20.78	32.92	34.13	33.78	34.34	34.61
3	9.11	11.09	11.31	11.12	5.47	9.51	9.93	10.25	10.19
4	4.15	2.88	4.21	4.88	7.59	4.02	4.14	3.96	3.89
5	.71	.48	1.19	1.75	.24	.71	.52	.45	.46
6	.27	.05	.25	.49	.88	.15	.09	.07	.07
7	.00	.00	.03	.10	.00	.01	.01	.00	.00
8	.00	.00	.00	.01	.04	.00	.00	.00	.00
AER		15.53	8.41	3.66	3.22	1.91	1.57	1.91	1.91
APE		46.18	44.99	46.64	16.03	6.14	7.22	6.70	6.08

Schedule # 120

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
geocities.com	2.92	5.56

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	67.32	60.67	65.78	67.14	65.23	66.90	66.91	67.04	66.90
1	19.64	31.28	23.71	21.91	23.05	20.44	20.41	20.09	20.26
2	10.75	7.06	7.64	7.55	10.43	10.51	10.58	10.70	10.77
3	1.85	.91	2.19	2.46	.69	1.70	1.69	1.77	1.69
4	.44	.07	.55	.72	.57	.41	.37	.36	.35

5	.00	.00	.11	.18	.00	.04	.04	.03	.03
6	.00	.00	.02	.04	.02	.01	.00	.00	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	20.35	4.71	0.73	6.40	1.29	1.25	0.86	1.29	
APE	50.92	23.75	20.17	15.42	3.89	3.70	2.11	2.82	

Schedule # 121

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
netscape.com	3.79	5.07
geocities.com	2.92	5.56
cnn.com	2.59	4.31
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	68.36	60.34	66.90	68.33	65.49	67.28	67.32	68.06	67.28
1	18.39	31.26	21.94	20.18	22.44	20.07	20.09	18.62	19.67
2	9.77	7.29	7.57	7.37	10.31	9.70	9.83	10.16	10.24
3	2.78	1.01	2.51	2.72	.96	2.20	2.09	2.44	2.21
4	.60	.09	.78	.96	.73	.59	.58	.62	.52
5	.05	.01	.22	.31	.01	.13	.08	.09	.07
6	.05	.00	.05	.09	.05	.02	.01	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	25.35	4.61	0.19	9.07	3.41	3.29	0.95	3.41	
APE	56.01	20.16	15.58	20.80	7.74	8.03	3.35	7.77	

Schedule # 122

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
mcafee.com	3.00	3.71
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	78.34	71.57	76.91	78.60	77.76	78.14	78.34	78.38	78.14
1	11.84	24.35	16.18	14.00	12.86	12.32	12.30	12.19	12.43
2	8.57	3.73	4.82	4.71	8.66	8.32	7.97	8.00	8.17
3	1.15	.34	1.49	1.74	.20	.97	1.01	1.05	.94
4	.05	.02	.44	.64	.50	.24	.34	.34	.29
5	.05	.00	.12	.22	.00	.02	.03	.03	.02
6	.00	.00	.03	.07	.02	.00	.01	.01	.00
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	31.26	6.60	1.06	2.68	0.92	0.00	0.18	0.92	
APE	84.21	41.23	34.44	11.91	5.22	7.02	6.19	6.79	

Schedule # 123

Site	Avg. Aud. (%)	Cume (%)
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msn.com	38.16	45.17
go.com	4.26	6.60
cnn.com	2.59	4.31
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	47.30	35.96	41.30	46.39	49.21	46.79	46.85	46.96	46.79
1	17.02	38.73	32.95	27.95	17.40	17.75	17.65	17.25	17.37
2	29.13	18.77	16.57	14.44	26.16	28.98	29.08	29.22	29.49
3	4.53	5.39	6.44	6.75	2.43	4.68	4.73	4.93	4.74
4	1.75	1.02	2.05	2.87	4.30	1.56	1.51	1.47	1.42
5	.27	.13	.54	1.10	.06	.20	.16	.15	.16
6	.00	.01	.12	.37	.42	.04	.03	.02	.03
7	.00	.00	.02	.11	.00	.00	.00	.00	.00
8	.00	.00	.00	.02	.02	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.52	11.39	1.76	3.62	0.97	0.85	0.65	0.97
APE		64.16	59.03	57.48	16.41	2.52	2.39	2.16	2.64

Schedule # 124

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	68.14	59.45	66.37	68.42	67.94	67.80	67.90	68.21	67.80
1	17.24	31.74	22.01	19.54	16.58	17.68	17.55	16.96	17.40
2	11.62	7.62	7.78	7.44	13.68	11.64	11.72	11.81	12.02
3	1.85	1.09	2.66	2.92	.60	1.96	1.94	2.15	1.99
4	1.09	.10	.85	1.11	1.13	.80	.77	.77	.70
5	.05	.01	.25	.39	.00	.09	.09	.09	.08
6	.00	.00	.06	.13	.06	.03	.02	.02	.02
7	.00	.00	.01	.04	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		27.28	5.56	0.69	0.63	1.07	0.75	0.22	1.07
APE		63.68	31.17	25.39	12.93	2.92	2.76	3.61	3.58

Schedule # 125

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
go.com	4.26	6.60
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	36.33	28.44	30.04	35.06	41.94	35.99	36.06	35.92	35.99
1	19.20	38.11	36.64	32.21	17.61	19.66	19.57	19.52	19.44

2	36.82	22.97	21.97	19.04	29.64	36.91	36.94	37.18	37.22
3	5.56	8.21	8.48	8.83	3.82	5.39	5.42	5.46	5.39
4	1.85	1.92	2.32	3.39	6.06	1.81	1.81	1.74	1.75
5	.16	.31	.47	1.09	.15	.20	.17	.15	.18
6	.05	.03	.07	.29	.73	.04	.03	.02	.03
7	.00	.00	.01	.06	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.05	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.39	9.88	2.06	8.81	0.53	0.42	0.64	0.53
APE		55.99	56.57	57.86	24.28	1.27	1.10	1.46	1.49

Schedule # 126

Site	Avg. Aud. (%)	Cume (%)
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	81.78	76.95	80.62	82.00	80.81	81.56	81.65	81.58	81.56
1	11.29	20.43	14.51	12.58	13.18	11.88	11.76	11.87	11.91
2	6.27	2.44	3.64	3.70	5.62	5.85	5.82	5.82	5.79
3	.60	.17	.94	1.19	.13	.58	.62	.58	.58
4	.05	.01	.23	.38	.25	.12	.14	.13	.14
5	.00	.00	.05	.11	.00	.01	.01	.01	.01
6	.00	.00	.01	.03	.01	.00	.00	.00	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		26.51	6.37	0.99	5.32	1.21	0.71	1.10	1.21
APE		73.77	35.29	27.06	17.67	6.09	5.71	6.26	6.70

Schedule # 127

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
geocities.com	2.92	5.56
overture.com	2.21	3.98
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	15.71	10.76	11.07	10.95	22.60	15.09	15.46	11.12	15.09
1	9.00	26.88	26.87	26.88	12.55	12.39	13.55	18.03	15.27
2	49.48	30.20	29.83	29.96	35.84	45.30	42.38	46.03	42.10
3	13.37	20.11	19.92	19.99	9.37	13.94	13.72	10.82	11.80
4	10.58	8.79	8.87	8.84	15.00	11.63	13.61	12.87	14.01
5	1.75	2.63	2.75	2.70	1.24	1.45	1.19	1.00	1.50
6	.11	.55	.60	.58	3.00	.18	.11	.12	.21
7	.00	.08	.09	.09	.04	.01	.00	.01	.01
8	.00	.01	.01	.01	.35	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.02	.00	.00	.00	.00

AER	5.87	5.50	5.54	8.17	0.74	0.30	5.45	0.74
APE	55.88	56.20	56.09	34.90	11.35	18.50	21.46	22.55

Schedule # 128

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	29.73	20.87	24.04	26.94	34.92	28.99	29.09	27.75	28.99
1	18.49	35.40	33.34	31.45	15.38	19.99	19.89	20.99	19.86
2	36.01	27.02	24.34	22.19	33.63	35.26	35.09	36.17	35.39
3	9.60	12.22	12.13	11.83	5.31	9.84	9.96	9.60	9.86
4	5.35	3.63	4.51	5.10	9.01	4.93	5.05	4.74	4.97
5	.60	.74	1.29	1.81	.32	.73	.69	.58	.73
6	.22	.10	.29	.53	1.31	.23	.19	.15	.20
7	.00	.01	.05	.12	.00	.03	.02	.01	.02
8	.00	.00	.01	.02	.11	.01	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.61	8.10	4.03	7.39	1.05	0.91	2.82	1.05
APE		43.42	43.70	44.00	21.23	4.40	4.44	4.80	3.98

Schedule # 129

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	61.37	51.01	60.06	61.76	61.24	60.68	60.68	61.55	60.68
1	20.57	35.52	23.97	22.10	18.93	21.44	21.35	19.56	20.59
2	12.22	11.13	9.89	9.44	16.11	12.35	12.79	13.18	13.47
3	4.15	2.07	3.93	4.06	1.47	3.67	3.52	4.04	3.78
4	1.15	.25	1.46	1.68	2.00	1.49	1.34	1.37	1.23
5	.33	.02	.50	.65	.03	.29	.25	.25	.20
6	.11	.00	.15	.23	.21	.08	.06	.05	.04
7	.11	.00	.04	.07	.00	.01	.01	.01	.00
8	.00	.00	.01	.02	.02	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		26.82	3.39	0.78	0.34	1.79	1.79	0.47	1.79
APE		50.61	16.96	14.06	24.83	5.15	6.21	6.58	5.25

Schedule # 130

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
netscape.com	3.79	5.07
weather.com	3.33	5.02
real.com	2.07	3.60

bankofamerica.com		2.05			2.95				
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	35.62	27.69	29.13	34.17	42.59	35.34	35.34	34.80	35.34
1	18.55	37.94	36.64	32.29	15.42	19.19	19.25	19.80	19.23
2	38.13	23.40	22.45	19.41	30.72	37.84	37.84	38.22	37.88
3	5.24	8.55	8.78	9.09	3.50	5.08	4.99	4.73	4.99
4	2.29	2.05	2.42	3.51	6.72	2.36	2.34	2.23	2.31
5	.16	.34	.49	1.14	.14	.16	.20	.18	.20
6	.00	.04	.07	.31	.84	.02	.05	.04	.05
7	.00	.00	.01	.07	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.06	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.32	10.08	2.30	10.83	0.43	0.43	1.27	0.43
APE		58.85	58.79	60.42	27.38	1.83	2.14	3.06	2.00

Schedule # 131

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
netscape.com	3.79	5.07
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	46.70	36.11	40.19	45.97	50.75	46.46	46.58	46.05	46.46
1	16.37	38.72	34.24	28.45	15.10	16.99	17.09	17.72	17.31
2	32.02	18.68	17.03	14.63	26.91	31.62	31.03	31.32	31.03
3	3.49	5.34	6.23	6.71	2.09	3.41	3.61	3.29	3.48
4	1.25	1.00	1.80	2.77	4.61	1.26	1.56	1.48	1.57
5	.05	.13	.42	1.02	.05	.20	.11	.10	.12
6	.11	.01	.08	.33	.46	.05	.02	.02	.03
7	.00	.00	.01	.09	.00	.00	.00	.00	.00
8	.00	.00	.00	.02	.02	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.87	12.21	1.52	7.60	0.45	0.23	1.22	0.45
APE		71.24	68.59	66.62	21.59	2.48	4.30	4.92	4.52

Schedule # 132

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
geocities.com	2.92	5.56
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	30.93	20.90	24.37	27.25	31.56	29.20	29.23	28.10	29.20
1	16.48	35.42	33.16	31.27	20.22	20.01	20.12	20.91	19.79
2	36.17	27.01	24.10	21.99	32.02	34.46	34.31	35.25	34.58
3	10.69	12.20	12.09	11.78	6.97	10.58	10.50	10.33	10.77
4	4.80	3.62	4.57	5.14	7.70	4.76	4.93	4.65	4.83
5	.76	.74	1.34	1.86	.42	.80	.73	.61	.68

6	.16	.10	.31	.55	1.02	.17	.16	.12	.14
7	.00	.01	.05	.13	.01	.02	.01	.01	.01
8	.00	.00	.01	.02	.08	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	14.52	9.50	5.40	0.91	2.50	2.46	4.10	2.50	
APE	44.71	45.13	46.39	22.88	7.91	8.48	8.77	7.41	

Schedule # 133

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	72.34	65.85	71.11	72.38	71.64	71.94	72.00	72.20	71.94
1	16.91	28.10	20.21	18.54	17.55	17.63	17.58	17.13	17.46
2	8.73	5.39	6.19	6.11	9.75	8.52	8.58	8.70	8.78
3	1.58	.61	1.83	2.05	.41	1.44	1.41	1.53	1.43
4	.38	.05	.50	.66	.61	.41	.38	.39	.35
5	.05	.00	.13	.19	.00	.05	.04	.04	.03
6	.00	.00	.03	.05	.03	.01	.01	.01	.00
7	.00	.00	.01	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	23.46	4.45	0.11	2.53	1.45	1.23	0.51	1.45	
APE	57.41	22.89	18.80	11.35	4.01	3.65	1.19	2.89	

Schedule # 134

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
ebay.com	13.12	19.86
msnbc.com	2.37	3.93
overture.com	2.21	3.98
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	35.35	25.68	27.73	34.18	40.26	35.80	35.87	33.92	35.80
1	15.17	37.39	35.70	30.55	15.78	15.39	15.64	17.94	16.21
2	39.77	24.51	23.05	19.00	31.44	37.89	37.01	38.36	36.80
3	6.71	9.52	9.75	9.71	4.04	8.00	8.32	6.90	7.83
4	2.73	2.43	2.97	4.26	7.26	2.67	2.91	2.64	3.04
5	.27	.42	.68	1.61	.19	.22	.23	.20	.28
6	.00	.05	.12	.52	.96	.02	.02	.03	.04
7	.00	.00	.01	.14	.00	.00	.00	.00	.00
8	.00	.00	.00	.03	.07	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	14.96	11.79	1.78	7.59	0.70	0.80	2.21	0.70	
APE	63.09	63.53	66.06	26.68	5.44	7.86	7.05	8.49	

Schedule # 135

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	43.43	30.75	36.91	41.59	44.81	42.33	42.26	41.84	42.33
1	15.98	38.49	32.62	28.49	16.67	18.15	18.32	18.47	17.87
2	30.44	21.68	18.36	16.04	28.96	29.56	29.59	30.09	29.95
3	6.87	7.24	8.05	8.04	3.15	6.50	6.31	6.31	6.50
4	2.62	1.58	2.91	3.64	5.62	2.98	3.03	2.87	2.91
5	.65	.24	.88	1.47	.11	.39	.37	.32	.35
6	.00	.02	.22	.53	.64	.10	.10	.08	.09
7	.00	.00	.04	.16	.00	.01	.01	.01	.01
8	.00	.00	.01	.04	.04	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.41	11.53	3.41	2.44	1.94	2.07	2.81	1.94
APE		58.53	54.25	54.20	17.87	7.34	8.04	7.19	6.08

Schedule # 136

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	40.53	29.04	34.27	38.70	43.88	39.86	39.93	38.80	39.86
1	16.91	38.22	33.44	29.64	15.42	18.78	18.87	2.00	18.98
2	32.30	22.64	19.57	17.21	30.27	30.90	30.61	31.41	30.66
3	6.76	7.94	8.58	8.57	3.21	6.77	6.75	6.26	6.70
4	3.00	1.83	3.02	3.77	6.31	3.19	3.28	3.05	3.27
5	.44	.29	.87	1.46	.12	.40	.42	.36	.41
6	.05	.03	.20	.49	.75	.10	.12	.10	.12
7	.00	.00	.04	.14	.00	.01	.01	.01	.01
8	.00	.00	.01	.03	.05	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.32	10.53	3.25	5.63	1.13	1.01	2.91	1.13
APE		56.31	53.35	53.86	19.25	6.00	6.79	7.85	6.98

Schedule # 137

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
geocities.com	2.92	5.56
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	33.28	24.33	25.64	31.83	36.23	33.77	33.91	31.41	33.77

1	15.00	36.94	35.91	31.18	19.51	15.44	15.96	18.94	16.50
2	41.46	25.24	24.24	20.07	30.79	39.38	37.88	39.63	38.07
3	7.64	10.22	10.34	10.27	5.43	8.38	8.66	6.77	7.93
4	2.24	2.72	3.08	4.41	6.82	2.71	3.32	2.97	3.32
5	.27	.49	.67	1.61	.27	.29	.26	.23	.35
6	.11	.06	.11	.49	.87	.03	.02	.04	.06
7	.00	.01	.01	.12	.00	.00	.00	.00	.00
8	.00	.00	.00	.02	.07	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		13.41	11.45	2.25	4.42	0.73	0.94	2.80	0.73
APE		62.20	63.07	66.29	34.17	5.74	10.10	11.21	9.58

Schedule # 138

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
mcafee.com	3.00	3.71
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	36.82	29.36	30.43	36.09	43.74	36.83	36.85	36.57	36.83
1	19.09	38.28	37.27	32.12	16.24	19.02	19.07	19.34	19.00
2	37.92	22.46	21.81	18.62	29.71	38.13	38.11	38.31	38.24
3	4.47	7.81	8.02	8.52	3.33	4.14	4.04	3.91	4.07
4	1.53	1.78	2.04	3.25	6.08	1.78	1.78	1.72	1.72
5	.11	.28	.38	1.04	.12	.10	.13	.12	.13
6	.05	.03	.05	.28	.72	.01	.03	.02	.02
7	.00	.00	.00	.06	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.05	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.81	10.11	1.22	10.95	0.02	0.05	0.40	0.02
APE		60.83	61.13	62.25	27.67	1.44	1.47	2.26	1.66

Schedule # 139

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
go.com	4.26	6.60
weather.com	3.33	5.02

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	3.55	3.84	4.10	4.05	14.88	5.48	5.73	2.76	5.48
1	4.47	14.79	15.06	15.02	4.47	7.72	9.11	12.60	11.42
2	43.81	25.66	25.40	25.45	34.07	34.03	32.50	35.49	34.53
3	20.68	26.37	25.86	25.96	7.95	19.45	18.37	16.84	15.37
4	18.06	17.79	17.61	17.64	25.65	25.36	24.95	22.55	21.18
5	5.73	8.23	8.37	8.35	2.49	5.61	6.16	5.20	6.25
6	3.06	2.64	2.82	2.78	8.65	1.95	3.05	4.16	4.97
7	.44	.58	.66	.65	.18	.29	.16	.31	.60
8	.16	.08	.10	.10	1.55	.08	-.02	.10	.19
9	.05	.01	.01	.01	.00	.01	.00	.00	.01

10	.00	.00	.00	.00	.12	.00	.00	.00	.00
AER		0.30	0.57	0.30	11.75	2.00	2.26	0.82	2.00
APE		38.99	39.22	39.21	42.21	23.91	27.06	27.63	28.33

Schedule # 140

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
geocities.com	2.92	5.56
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	3.87	4.19	4.45	4.19	13.75	5.90	6.02	2.88	5.90
1	4.69	15.63	15.89	15.64	6.49	7.87	9.47	13.23	11.48
2	45.77	26.27	25.99	26.27	33.22	34.99	33.42	36.56	35.30
3	19.31	26.17	25.68	26.16	10.83	19.57	18.51	16.65	15.53
4	17.79	17.10	16.95	17.10	23.77	24.86	24.48	21.92	20.98
5	5.29	7.66	7.82	7.67	3.18	5.28	5.65	4.83	5.98
6	2.89	2.39	2.55	2.39	7.24	1.21	2.39	3.70	4.42
7	.27	.51	.58	.51	.21	.28	.07	.21	.38
8	.11	.07	.09	.07	1.20	.03	-.01	.02	.03
9	.00	.01	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.09	.00	.00	.00	.00
AER		0.33	0.60	0.33	10.28	2.11	2.24	1.03	2.11
APE		42.81	43.07	42.82	37.98	24.00	26.84	27.01	27.71

Schedule # 141

Site	Avg. Aud. (%)	Cume (%)
netscape.com	3.79	5.07
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	81.51	76.60	80.49	81.87	81.32	81.65	81.71	81.62	81.65
1	11.51	20.69	14.46	12.56	11.84	11.28	11.22	11.36	11.32
2	6.38	2.51	3.73	3.76	6.40	6.34	6.29	6.29	6.28
3	.44	.18	.99	1.24	.12	.58	.61	.57	.59
4	.11	.01	.25	.40	.31	.14	.15	.15	.15
5	.05	.00	.06	.12	.00	.01	.01	.01	.01
6	.00	.00	.01	.03	.01	.00	.00	.00	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		26.55	5.52	1.68	1.03	0.76	1.08	0.59	0.76
APE		72.80	34.13	26.34	5.03	2.60	3.41	2.43	2.81

Schedule # 142

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
amazon.com	3.19	5.62

overture.com	2.21	3.98
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	41.13	27.77	35.08	39.31	40.62	39.82	39.73	39.62	39.82
1	17.24	37.96	31.61	28.18	18.41	19.40	19.26	18.80	18.61
2	27.88	23.35	18.92	16.67	29.86	27.25	28.01	28.41	28.26
3	8.51	8.51	9.05	8.82	4.13	8.59	8.33	8.72	8.82
4	4.53	2.04	3.64	4.22	6.06	4.27	3.98	3.85	3.89
5	.65	.33	1.24	1.82	.16	.55	.56	.49	.50
6	.05	.04	.36	.69	.71	.11	.12	.09	.09
7	.00	.00	.08	.22	.00	.01	.01	.01	.01
8	.00	.00	.02	.06	.05	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.69	10.28	3.11	0.87	2.23	2.38	2.56	2.23
APE		47.68	43.76	42.25	17.43	5.61	5.18	5.42	4.93

Schedule # 143

Site	Avg. Aud. (%)	Cume (%)
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	79.92	76.65	79.38	80.55	78.80	80.16	80.22	8.00	80.16
1	14.62	20.66	16.13	14.41	16.62	14.04	13.99	14.40	14.16
2	4.75	2.50	3.56	3.72	4.27	5.22	5.13	5.05	5.05
3	.71	.18	.75	.99	.17	.53	.57	.47	.54
4	.00	.01	.15	.25	.14	.05	.08	.07	.09
5	.00	.00	.03	.06	.00	.00	.00	.00	.01
6	.00	.00	.00	.01	.00	.00	.00	.00	.00
7	.00	.00	.00	.00	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.28	2.69	2.79	5.58	1.20	1.49	0.40	1.20
APE		43.97	14.54	9.16	15.74	6.37	6.13	4.13	5.13

Schedule # 144

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	71.19	64.15	70.23	71.33	71.07	70.74	70.84	71.32	70.74
1	17.40	29.12	20.22	18.82	16.98	18.18	18.10	17.13	17.92
2	9.00	5.95	6.58	6.48	10.47	8.70	8.80	9.03	9.11
3	1.75	.72	2.10	2.27	.57	1.76	1.69	1.93	1.73
4	.55	.06	.63	.77	.84	.53	.49	.51	.44

5	.05	.00	.17	.24	.01	.07	.07	.07	.06
6	.05	.00	.04	.07	.06	.01	.01	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	24.44	3.33	0.31	0.42	1.56	1.21	0.45	1.56	
APE	56.89	20.17	17.04	11.84	4.06	3.75	2.01	2.81	

Schedule # 145

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
cnn.com	2.59	4.31
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	57.99	49.78	55.98	57.75	58.38	57.64	57.68	57.58	57.64
1	22.59	35.96	27.85	25.76	21.13	23.27	23.20	23.18	23.16
2	14.84	11.69	10.95	10.55	17.30	14.53	14.63	14.80	14.71
3	3.33	2.25	3.73	3.98	1.35	3.35	3.30	3.32	3.35
4	1.15	.28	1.12	1.38	1.70	1.07	1.03	.99	1.01
5	.11	.02	.29	.43	.02	.12	.12	.11	.12
6	.00	.00	.07	.12	.12	.02	.02	.02	.02
7	.00	.00	.01	.03	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	19.54	4.78	0.76	0.93	0.83	0.74	0.98	0.83	
APE	44.18	23.42	20.97	15.85	2.67	2.38	1.95	2.12	

Schedule # 146

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
ebay.com	13.12	19.86
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	38.57	27.49	32.51	36.36	41.50	37.96	37.88	36.58	37.96
1	18.22	37.89	33.51	30.32	16.62	19.70	19.95	21.26	19.72
2	31.26	23.51	20.34	18.17	30.57	30.26	30.13	30.99	30.29
3	7.91	8.64	9.15	9.09	3.80	8.05	7.89	7.36	7.96
4	3.49	2.09	3.27	3.94	6.51	3.49	3.55	3.29	3.50
5	.55	.34	.95	1.49	.15	.45	.48	.40	.45
6	.00	.04	.22	.48	.79	.09	.12	.10	.11
7	.00	.00	.04	.13	.00	.01	.01	.01	.01
8	.00	.00	.01	.03	.05	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	18.04	9.86	3.57	4.77	0.99	1.12	3.24	0.99	
APE	48.51	46.13	46.23	17.35	4.59	5.11	7.03	4.48	

Schedule # 147

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
geocities.com	2.92	5.56
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	78.72	72.37	77.81	78.91	76.33	77.92	77.93	78.55	77.92
1	13.31	23.79	15.47	14.05	16.88	14.57	14.62	13.39	14.28
2	5.84	3.52	4.64	4.58	5.91	5.79	5.93	6.22	6.23
3	1.75	.31	1.46	1.63	.47	1.27	1.16	1.43	1.24
4	.33	.02	.45	.57	.37	.38	.31	.34	.28
5	.05	.00	.13	.19	.01	.06	.04	.05	.04
6	.00	.00	.03	.06	.03	.01	.01	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		29.84	4.28	0.42	11.23	3.76	3.71	0.80	3.76
APE		68.61	18.28	12.12	23.64	8.74	9.54	3.76	9.12

Schedule # 148

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
ebay.com	13.12	19.86
netscape.com	3.79	5.07
weather.com	3.33	5.02
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	36.33	23.64	29.02	34.71	39.74	35.97	36.29	35.09	35.97
1	12.98	36.67	32.63	28.50	13.05	14.33	14.18	15.13	14.50
2	37.64	25.61	21.67	18.19	33.39	35.86	35.01	36.10	35.55
3	7.69	10.60	10.69	10.12	3.77	8.51	9.03	8.62	8.46
4	4.15	2.88	4.20	5.02	8.57	4.26	4.65	4.36	4.53
5	.93	.54	1.35	2.22	.19	.77	.64	.55	.74
6	.22	.07	.35	.86	1.20	.25	.18	.15	.21
7	.00	.01	.07	.28	.00	.04	.01	.01	.03
8	.05	.00	.01	.08	.09	.01	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.93	11.48	2.56	5.36	0.57	0.06	1.95	0.57
APE		63.61	61.77	63.64	22.65	6.80	9.52	8.39	7.92

Schedule # 149

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
msnbc.com	2.37	3.93
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
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0	70.87	65.00	69.71	70.81	70.92	70.68	70.69	70.70	70.68
1	18.33	28.61	21.52	20.03	17.82	18.79	18.78	18.68	18.70
2	8.95	5.67	6.42	6.38	10.15	8.69	8.73	8.80	8.82
3	1.64	.67	1.78	1.99	.43	1.43	1.42	1.45	1.43
4	.11	.05	.45	.58	.64	.35	.34	.33	.33
5	.05	.00	.10	.16	.00	.04	.04	.04	.04
6	.05	.00	.02	.04	.03	.01	.01	.01	.01
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.15	3.98	0.48	0.17	0.65	0.62	0.58	0.65
APE		50.43	21.56	17.92	12.08	4.19	4.02	3.30	3.36

Schedule # 150

Site	Avg. Aud. (%)	Cume (%)
netscape.com	3.79	5.07
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	79.92	74.20	78.61	80.43	79.27	79.96	80.13	8.00	79.96
1	11.57	22.48	15.53	13.11	13.03	11.63	11.55	11.75	11.73
2	7.80	3.06	4.25	4.21	7.15	7.57	7.34	7.35	7.45
3	.60	.25	1.19	1.49	.17	.71	.76	.68	.67
4	.11	.01	.32	.52	.37	.12	.21	.20	.17
5	.00	.00	.08	.17	.00	.00	.01	.01	.01
6	.00	.00	.02	.05	.01	.00	.00	.00	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		28.49	6.52	2.39	3.24	0.20	1.05	0.40	0.20
APE		80.18	41.88	33.17	13.99	2.04	3.74	4.03	3.24

Schedule # 151

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
ebay.com	13.12	19.86
weather.com	3.33	5.02
mcafee.com	3.00	3.71

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	18.00	9.08	12.22	12.07	21.99	16.47	16.64	12.41	16.47
1	12.06	24.63	24.81	24.81	9.55	15.06	15.28	18.47	15.50
2	33.99	30.04	26.51	26.66	36.65	33.27	32.48	35.90	32.73
3	16.75	21.71	19.38	19.48	8.41	16.07	16.02	15.24	15.75
4	14.89	10.30	10.61	10.61	17.55	14.03	14.66	13.98	14.52
5	2.67	3.35	4.51	4.46	1.30	3.47	3.39	2.77	3.45
6	1.42	.76	1.50	1.46	3.97	1.44	1.35	1.10	1.39
7	.22	.12	.38	.37	.05	.15	.14	.10	.15
8	.00	.01	.07	.07	.50	.04	.04	.02	.04

9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.03	.00	.00	.00	.00
AER		10.88	7.05	7.33	4.87	1.87	1.66	6.82	1.87
APE		33.56	35.73	35.55	25.35	7.55	8.05	13.78	8.52

Schedule # 152

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
weather.com	3.33	5.02
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	71.30	63.75	69.93	71.44	70.45	70.85	70.78	71.13	70.85
1	16.80	29.36	20.35	18.45	17.55	17.48	17.70	16.99	17.21
2	9.27	6.08	6.68	6.51	10.55	9.19	9.19	9.34	9.64
3	1.96	.75	2.15	2.38	.58	1.87	1.72	1.92	1.77
4	.55	.06	.65	.84	.82	.53	.53	.54	.46
5	.05	.00	.18	.28	.00	.07	.07	.07	.06
6	.05	.00	.04	.08	.05	.01	.01	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		26.31	4.77	0.38	2.96	1.57	1.81	0.59	1.57
APE		61.15	22.93	18.82	13.00	3.24	4.53	1.29	3.87

Schedule # 153

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
cnn.com	2.59	4.31
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	56.74	48.29	54.74	56.06	56.77	56.11	56.15	56.15	56.11
1	22.91	36.46	28.18	26.65	21.94	24.23	24.17	23.93	23.95
2	15.38	12.39	11.42	11.09	17.82	14.59	14.71	14.92	14.98
3	3.55	2.49	4.00	4.18	1.52	3.73	3.67	3.76	3.74
4	1.20	.33	1.23	1.43	1.79	1.16	1.11	1.08	1.07
5	.22	.03	.33	.44	.02	.16	.15	.14	.14
6	.00	.00	.08	.12	.12	.03	.03	.02	.02
7	.00	.00	.01	.03	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.53	4.62	1.46	0.07	1.46	1.36	1.36	1.46
APE		43.13	22.91	21.41	14.68	5.59	5.18	4.42	4.30

Schedule # 154

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
netscape.com	3.79	5.07

windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	70.87	63.25	69.17	70.59	69.50	70.11	70.05	70.32	70.11
1	16.58	29.65	21.00	19.19	18.42	18.10	18.32	17.75	17.92
2	10.15	6.25	6.84	6.69	10.75	9.38	9.30	9.44	9.66
3	1.80	.78	2.15	2.37	.54	1.84	1.74	1.90	1.80
4	.49	.06	.63	.81	.74	.49	.50	.51	.45
5	.11	.00	.17	.25	.00	.07	.07	.07	.06
6	.00	.00	.04	.07	.04	.01	.01	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		26.16	5.84	1.20	4.70	2.61	2.81	1.89	2.61
APE		63.61	28.60	24.68	14.07	8.17	9.30	7.04	6.63

Schedule # 155

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
weather.com	3.33	5.02
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	15.38	10.67	10.97	10.76	25.83	14.88	15.20	10.88	14.88
1	9.66	26.76	26.76	26.76	8.40	12.28	13.05	17.24	14.59
2	47.57	30.20	29.83	30.08	37.49	45.93	43.71	47.87	43.71
3	15.49	20.20	20.01	20.14	6.33	12.95	12.84	9.87	10.97
4	10.64	8.87	8.94	8.89	16.86	12.55	14.01	13.05	14.12
5	.87	2.67	2.78	2.71	.84	1.10	.99	.80	1.27
6	.38	.56	.61	.57	3.74	.30	.20	.27	.43
7	.00	.08	.09	.08	.03	.00	.00	.01	.02
8	.00	.01	.01	.01	.45	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.02	.00	.00	.00	.00
AER		5.57	5.21	5.47	12.35	0.59	0.21	5.32	0.59
APE		50.84	51.17	50.95	36.17	10.66	16.04	19.03	20.40

Schedule # 156

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	70.27	62.67	68.88	70.26	69.61	69.72	69.79	70.11	69.72
1	17.13	29.98	20.99	19.24	17.58	18.22	18.18	17.52	17.95
2	10.20	6.46	6.97	6.81	11.36	9.55	9.56	9.72	9.92
3	1.58	.82	2.25	2.46	.55	1.85	1.82	2.00	1.84

4	.71	.07	.68	.85	.85	.56	.56	.56	.49
5	.11	.00	.19	.27	.00	.09	.07	.07	.06
6	.00	.00	.05	.08	.05	.02	.01	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	25.56	4.68	0.24	2.22	1.85	1.61	0.54	1.85	
APE	60.88	26.67	22.81	9.89	7.40	7.16	5.01	5.52	

Schedule # 157

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
geocities.com	2.92	5.56

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	76.32	70.52	75.46	76.19	74.05	75.39	75.39	76.01	75.39
1	15.38	25.06	17.47	16.49	18.83	17.01	17.11	15.85	16.70
2	6.33	4.01	5.06	5.05	6.29	5.93	6.00	6.37	6.41
3	1.58	.38	1.47	1.60	.47	1.30	1.19	1.43	1.22
4	.38	.02	.41	.49	.34	.32	.27	.30	.24
5	.00	.00	.10	.14	.00	.05	.04	.04	.03
6	.00	.00	.02	.04	.02	.01	.01	.01	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	24.49	3.63	0.68	9.59	3.93	3.93	1.31	3.93	
APE	57.26	15.29	11.44	19.68	10.26	11.02	3.34	8.15	

Schedule # 158

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	66.12	57.83	63.71	65.77	66.46	65.62	65.73	65.56	65.62
1	17.68	32.56	24.25	21.70	17.17	19.00	18.88	19.08	19.05
2	13.69	8.25	8.38	8.09	14.43	12.68	12.63	12.69	12.61
3	1.85	1.24	2.65	2.97	.66	1.95	2.00	1.94	1.95
4	.60	.12	.76	1.03	1.21	.65	.68	.65	.67
5	.05	.01	.19	.33	.00	.07	.07	.06	.08
6	.00	.00	.04	.09	.07	.02	.02	.01	.02
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	24.47	7.11	1.24	1.00	1.48	1.15	1.65	1.48	
APE	63.31	38.46	34.12	9.36	7.44	7.47	7.56	7.88	

Schedule # 159

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
amazon.com	3.19	5.62
geocities.com	2.92	5.56
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	73.21	67.03	72.46	73.28	71.00	72.30	72.29	73.22	72.30
1	17.35	27.36	19.20	18.12	20.45	18.71	18.85	16.92	18.30
2	7.04	5.03	5.89	5.84	7.43	6.92	7.11	7.70	7.61
3	1.91	.55	1.78	1.92	.64	1.67	1.43	1.79	1.51
4	.38	.04	.51	.60	.44	.35	.28	.33	.25
5	.11	.00	.13	.18	.01	.04	.03	.04	.03
6	.00	.00	.03	.05	.03	.00	.00	.00	.00
7	.00	.00	.01	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		23.07	2.80	0.04	8.25	3.40	3.43	0.04	3.40
APE		51.62	12.39	8.70	18.48	6.79	8.32	4.96	7.95

Schedule # 160

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
geocities.com	2.92	5.56
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	69.07	60.34	67.66	68.90	65.83	67.60	67.57	68.76	67.60
1	17.73	31.26	21.00	19.50	22.08	19.90	20.11	17.72	19.26
2	9.27	7.29	7.48	7.27	10.14	9.17	9.37	9.97	10.13
3	2.84	1.01	2.63	2.79	1.08	2.50	2.23	2.75	2.39
4	1.04	.09	.87	1.03	.79	.69	.61	.68	.53
5	.00	.01	.27	.36	.02	.12	.10	.11	.08
6	.05	.00	.07	.11	.07	.02	.01	.02	.01
7	.00	.00	.02	.03	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		28.23	4.56	0.71	10.48	4.75	4.85	1.00	4.75
APE		59.33	18.59	13.87	23.50	10.05	11.83	4.20	11.22

Schedule # 161

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	35.57	28.13	29.21	34.28	41.60	35.40	35.35	34.87	35.40
1	19.26	37.63	36.68	32.37	17.44	19.42	19.48	19.93	19.39
2	37.10	23.07	22.36	19.29	29.54	37.29	37.41	37.77	37.36
3	5.67	8.57	8.73	8.98	4.00	5.47	5.32	5.12	5.45
4	2.18	2.15	2.42	3.49	6.32	2.17	2.16	2.07	2.15
5	.16	.38	.50	1.16	.19	.21	.22	.20	.21
6	.05	.05	.08	.33	.83	.04	.04	.04	.04
7	.00	.00	.01	.08	.00	.00	.00	.00	.00
8	.00	.00	.00	.02	.07	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.55	9.87	2.03	9.36	0.26	0.34	1.09	0.26
APE		55.18	55.63	57.30	24.94	0.96	1.51	3.18	1.09

Schedule # 162

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	38.13	23.13	30.51	35.77	39.19	37.09	37.23	36.51	37.09
1	11.78	36.02	30.87	27.29	12.90	13.74	13.55	13.60	12.83
2	33.77	25.70	20.37	17.30	33.17	32.73	32.69	33.54	33.53
3	9.44	11.12	10.73	9.94	3.99	9.46	9.63	9.91	10.03
4	4.91	3.25	4.80	5.26	8.96	5.26	5.38	5.15	5.17
5	1.42	.67	1.86	2.58	.24	1.21	1.10	.97	1.02
6	.44	.10	.63	1.16	1.39	.42	.36	.28	.29
7	.05	.01	.18	.47	.00	.07	.05	.03	.04
8	.05	.00	.05	.17	.13	.02	.01	.01	.01
9	.00	.00	.01	.05	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		24.24	12.32	3.83	1.71	1.68	1.45	2.62	1.68
APE		59.53	56.02	57.07	21.80	5.90	6.38	5.54	4.43

Schedule # 163

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
ebay.com	13.12	19.86
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	38.19	26.86	32.40	36.14	40.77	37.48	37.55	36.43	37.48

1	18.33	37.32	32.77	29.84	16.56	19.75	19.71	20.63	19.62
2	30.01	23.76	20.14	18.01	30.53	29.55	29.48	30.34	29.63
3	8.78	9.17	9.45	9.24	4.07	8.35	8.38	8.11	8.46
4	3.93	2.39	3.64	4.19	6.86	3.98	4.02	3.77	3.99
5	.55	.44	1.18	1.70	.20	.67	.65	.55	.63
6	.16	.06	.33	.62	.93	.19	.18	.15	.17
7	.05	.01	.08	.20	.00	.02	.02	.01	.02
8	.00	.00	.01	.05	.08	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		18.33	9.37	3.37	4.17	1.15	1.04	2.85	1.15
APE		44.36	42.24	42.15	18.09	4.11	4.13	5.68	3.51

Schedule # 164

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	77.41	70.78	76.31	77.48	76.24	76.77	76.83	77.28	76.77
1	13.58	24.81	16.48	14.98	15.09	14.71	14.71	13.84	14.48
2	7.04	3.99	4.97	4.89	7.72	6.74	6.78	6.96	7.09
3	1.53	.39	1.56	1.73	.37	1.31	1.24	1.46	1.28
4	.38	.03	.48	.61	.54	.39	.37	.39	.32
5	.05	.00	.14	.21	.00	.06	.05	.06	.04
6	.00	.00	.04	.07	.04	.01	.01	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		29.35	4.87	0.09	5.18	2.83	2.57	0.58	2.83
APE		70.03	23.20	18.77	15.94	7.44	7.53	1.95	5.67

Schedule # 165

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
cnn.com	2.59	4.31
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	57.17	48.09	54.60	56.01	56.95	56.19	56.28	56.02	56.19
1	21.66	36.30	28.10	26.50	21.22	23.70	23.61	23.78	23.55
2	15.66	12.56	11.43	11.07	18.15	14.86	14.84	15.03	15.01
3	4.20	2.63	4.07	4.25	1.56	3.75	3.79	3.77	3.84
4	1.09	.37	1.30	1.50	1.94	1.21	1.23	1.18	1.19

5	.22	.04	.37	.49	.02	.23	.21	.19	.19
6	.00	.00	.10	.14	.15	.05	.04	.04	.04
7	.00	.00	.02	.04	.00	.01	.00	.00	.00
8	.00	.00	.00	.01	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.20	6.00	2.59	0.51	2.29	2.08	2.69	2.29
APE		47.19	26.34	24.17	15.83	8.13	7.87	7.80	7.17

Schedule # 166

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
ebay.com	13.12	19.86
google.com	9.90	15.17
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	32.02	20.95	24.67	29.26	35.83	31.43	31.67	29.32	31.43
1	13.58	34.97	32.67	29.80	14.02	15.54	15.96	18.20	16.19
2	37.86	26.76	23.65	20.44	33.60	35.98	34.56	36.41	34.89
3	10.75	12.41	12.12	11.43	4.98	10.83	11.07	10.02	10.86
4	4.26	3.88	4.82	5.50	9.52	4.86	5.51	5.00	5.41
5	1.20	.86	1.55	2.33	.35	1.03	.96	.80	.94
6	.33	.14	.41	.86	1.54	.29	.24	.21	.24
7	.00	.02	.09	.28	.01	.03	.02	.02	.02
8	.00	.00	.02	.08	.16	.00	.00	.00	.00
9	.00	.00	.00	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.28	10.81	4.07	5.60	0.87	0.51	3.97	0.87
APE		51.60	52.62	55.31	26.43	7.00	11.18	11.89	10.61

Schedule # 167

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	18.77	12.65	12.70	14.48	28.38	18.74	19.61	14.98	18.74
1	10.31	28.54	28.54	28.25	9.07	12.01	13.24	17.73	15.06
2	47.30	29.52	29.46	27.52	36.63	44.67	40.37	44.42	41.08
3	13.04	18.50	18.48	17.60	5.87	13.00	12.84	10.25	11.03
4	8.13	7.83	7.84	8.20	15.34	9.19	12.02	10.93	11.56
5	1.58	2.35	2.37	2.92	.76	1.69	1.56	1.26	1.85
6	.71	.52	.52	.81	3.42	.57	.34	.39	.60
7	.11	.08	.09	.18	.03	.10	.01	.03	.06
8	.05	.01	.01	.03	.47	.03	.00	.00	.01

9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.04	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	7.53	7.47	5.39	11.83	0.04	1.03	4.67	0.04	
APE	52.69	52.74	54.02	37.38	7.03	17.84	20.51	20.78	

Schedule # 168

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	69.78	61.72	67.93	69.77	69.37	69.36	69.45	69.50	69.36
1	16.69	30.39	21.54	19.27	16.68	17.49	17.39	17.23	17.31
2	10.75	6.86	7.20	6.95	12.38	10.53	10.53	10.61	10.76
3	2.07	.94	2.34	2.59	.54	1.88	1.88	1.94	1.90
4	.65	.09	.72	.95	.97	.63	.64	.63	.59
5	.05	.01	.21	.33	.00	.09	.08	.08	.07
6	.00	.00	.05	.11	.06	.02	.02	.02	.01
7	.00	.00	.01	.03	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	26.67	6.12	0.17	1.36	1.39	1.09	0.93	1.39	
APE	63.93	29.65	25.25	11.91	4.27	3.87	2.91	2.95	

Schedule # 169

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
lycos.com	3.11	4.80
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	71.96	63.93	70.45	71.92	71.19	71.20	71.27	71.75	71.20
1	15.98	29.14	19.77	17.98	16.48	17.21	17.14	16.19	16.87
2	9.17	6.09	6.57	6.38	10.73	8.98	9.11	9.30	9.48
3	2.02	.77	2.20	2.39	.60	1.85	1.77	2.04	1.84
4	.82	.07	.71	.88	.92	.64	.60	.61	.53
5	.05	.00	.21	.31	.01	.10	.09	.09	.07
6	.00	.00	.06	.10	.07	.02	.02	.02	.01
7	.00	.00	.02	.03	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00

12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		28.64	5.39	0.25	2.75	2.71	2.46	0.75	2.71
APE		65.23	24.68	20.04	13.16	6.56	6.24	2.25	6.06

Schedule # 170

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
netscape.com	3.79	5.07
amazon.com	3.19	5.62
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	18.82	13.06	13.35	14.87	28.44	18.98	19.66	15.13	18.98
1	10.37	28.97	28.93	28.63	9.77	12.03	13.00	17.42	14.50
2	48.23	29.46	29.12	27.49	36.40	45.52	42.03	46.22	43.05
3	12.66	18.16	18.02	17.32	6.11	12.14	12.12	9.32	10.05
4	7.97	7.55	7.63	7.94	14.82	9.41	11.69	10.54	11.25
5	1.31	2.23	2.33	2.78	.76	1.45	1.24	1.00	1.60
6	.55	.48	.52	.76	3.21	.43	.25	.35	.51
7	.11	.08	.09	.16	.03	.04	.00	.02	.05
8	.00	.01	.01	.03	.43	.00	.00	.00	.01
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.03	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		7.10	6.74	4.98	11.85	0.20	1.03	4.55	0.20
APE		54.59	54.75	55.99	36.44	8.20	16.72	19.18	19.22

Schedule # 171

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
lycos.com	3.11	4.80
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	16.58	10.73	11.31	11.22	25.31	16.66	17.53	11.76	16.66
1	10.09	26.33	26.34	26.34	9.05	12.10	13.48	18.78	14.97
2	44.84	29.60	28.92	29.03	36.39	41.54	37.29	42.19	38.46
3	15.44	20.17	19.78	19.84	6.91	15.34	14.87	12.35	13.29
4	9.38	9.27	9.38	9.36	16.63	10.73	13.41	12.05	12.60
5	2.51	3.03	3.25	3.21	1.05	2.52	2.63	2.06	2.84
6	.87	.72	.84	.82	3.96	.88	.73	.72	1.03
7	.05	.13	.16	.16	.05	.18	.06	.07	.13
8	.11	.02	.02	.02	.59	.05	.00	.01	.03
9	.11	.00	.00	.00	.00	.01	.00	.00	.00
10	.00	.00	.00	.00	.05	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		7.01	6.32	6.52	10.47	0.10	1.14	5.78	0.10
APE		44.68	45.06	45.00	36.51	8.48	19.22	21.49	20.85

Schedule # 172

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
cnn.com	2.59	4.31
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	43.48	32.79	37.35	42.15	46.00	42.89	43.04	42.35	42.89
1	17.62	38.31	33.81	29.41	17.68	18.65	18.81	19.53	18.82
2	30.66	20.52	18.21	15.91	27.43	30.52	29.77	30.18	30.36
3	5.95	6.66	7.37	7.52	3.08	5.62	5.82	5.54	5.33
4	1.91	1.46	2.42	3.19	5.07	1.81	2.19	2.07	2.12
5	.22	.23	.66	1.23	.11	.38	.30	.26	.38
6	.16	.03	.15	.42	.59	.11	.06	.05	.08
7	.00	.00	.03	.13	.00	.02	.01	.00	.01
8	.00	.00	.00	.03	.04	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		18.91	10.85	2.51	4.46	1.04	0.78	2.00	1.04
APE		56.85	54.94	54.55	17.52	3.24	4.74	5.50	4.56

Schedule # 173

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	64.59	56.83	63.10	64.24	63.89	63.85	63.85	64.24	63.85
1	20.46	32.88	24.25	22.86	20.68	21.72	21.75	20.88	21.40
2	11.40	8.72	8.61	8.42	13.19	10.94	11.07	11.33	11.39
3	2.35	1.40	2.84	3.01	1.00	2.56	2.49	2.70	2.58
4	1.09	.15	.87	1.02	1.14	.76	.71	.72	.67
5	.11	.01	.24	.32	.01	.13	.11	.11	.10
6	.00	.00	.06	.09	.08	.03	.02	.02	.02
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.91	4.21	1.02	1.98	2.09	2.09	0.99	2.09
APE		48.26	21.15	18.19	10.14	6.52	6.10	3.47	4.60

Schedule # 174

Site	Avg. Aud. (%)	Cume (%)
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aol.com	44.33	47.63
google.com	9.90	15.17
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	37.15	26.23	29.47	36.03	41.93	37.43	37.57	36.08	37.43
1	13.75	37.13	34.51	29.42	14.04	13.83	14.05	15.59	14.34
2	38.79	24.10	21.85	17.93	31.39	37.58	36.77	37.94	36.87
3	6.76	9.48	9.70	9.39	3.61	7.62	7.77	6.88	7.49
4	2.78	2.52	3.32	4.38	7.62	3.05	3.37	3.09	3.38
5	.71	.47	.91	1.84	.19	.40	.39	.33	.39
6	.05	.07	.20	.69	1.11	.10	.08	.08	.09
7	.00	.01	.04	.23	.00	.01	.01	.01	.01
8	.00	.00	.01	.07	.10	.00	.00	.00	.00
9	.00	.00	.00	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		17.37	12.22	1.75	7.61	0.45	0.67	1.70	0.45
APE		65.74	66.16	68.18	27.64	4.44	6.81	5.63	6.70

Schedule # 175

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
go.com	4.26	6.60
weather.com	3.33	5.02
msnbc.com	2.37	3.93
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	30.06	20.53	24.30	26.68	33.53	28.74	28.85	27.72	28.74
1	17.95	34.75	32.48	31.02	16.54	20.26	20.09	20.66	19.62
2	34.42	26.95	23.77	22.01	32.89	33.35	33.37	34.44	33.88
3	10.42	12.67	12.33	11.97	6.03	11.05	11.19	11.20	11.50
4	5.84	4.02	4.97	5.37	9.00	5.18	5.22	4.93	5.10
5	.93	.91	1.62	2.04	.43	1.06	.99	.83	.91
6	.38	.15	.43	.66	1.41	.30	.25	.19	.21
7	.00	.02	.09	.18	.01	.05	.03	.02	.02
8	.00	.00	.02	.04	.14	.01	.01	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		13.63	8.24	4.89	4.96	1.89	1.73	3.35	1.89
APE		40.91	41.19	41.64	17.41	7.06	6.88	6.76	6.06

Schedule # 176

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
weather.com	3.33	5.02

digitalcity.com	3.30	5.35
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	29.79	20.85	24.06	26.65	34.27	28.82	28.85	27.51	28.82
1	18.17	34.92	32.95	31.34	16.05	20.22	20.09	21.04	19.85
2	35.41	26.81	24.09	22.16	32.97	34.00	34.15	35.28	34.33
3	10.15	12.47	12.23	11.88	5.73	10.68	10.68	10.47	10.90
4	5.18	3.92	4.75	5.22	9.01	5.09	5.06	4.75	5.02
5	1.04	.87	1.47	1.93	.40	.90	.88	.74	.84
6	.27	.14	.37	.61	1.41	.26	.24	.18	.21
7	.00	.02	.07	.16	.01	.04	.03	.02	.02
8	.00	.00	.01	.04	.14	.01	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.73	8.16	4.53	6.38	1.38	1.34	3.25	1.38
APE		41.66	41.62	42.20	21.01	6.10	5.77	5.93	5.63

Schedule # 177

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	63.28	56.05	61.07	62.54	63.57	62.83	62.89	62.54	62.83
1	20.29	33.24	26.25	24.40	19.99	21.63	21.54	22.04	21.63
2	13.75	9.04	9.01	8.81	14.25	12.52	12.53	12.56	12.53
3	2.02	1.49	2.72	2.97	.91	2.31	2.33	2.20	2.31
4	.60	.17	.73	.93	1.20	.62	.62	.59	.61
5	.05	.01	.18	.27	.01	.07	.08	.07	.07
6	.00	.00	.04	.07	.07	.01	.01	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.69	6.02	1.82	0.79	1.23	1.06	2.02	1.23
APE		50.82	31.89	28.98	7.14	7.92	7.73	8.61	7.87

Schedule # 178

Site	Avg. Aud. (%)	Cume (%)
netscape.com	3.79	5.07
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	80.09	73.14	79.41	80.92	79.66	79.90	80.58	80.95	79.90
1	10.69	23.18	13.84	12.01	11.49	10.93	10.49	9.83	11.03
2	7.80	3.37	4.40	4.21	7.91	7.89	7.27	7.31	7.76
3	1.09	.30	1.54	1.70	.26	.99	1.10	1.33	.94
4	.33	.02	.54	.70	.62	.27	.49	.50	.33
5	.00	.00	.18	.29	.00	.02	.06	.07	.02
6	.00	.00	.06	.11	.05	.00	.02	.02	.01
7	.00	.00	.02	.04	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		34.91	3.42	3.87	2.16	0.95	2.46	4.32	0.95
APE		90.51	37.52	31.84	10.45	2.56	4.92	9.29	2.81

Schedule # 179

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
netscape.com	3.79	5.07
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	19.42	12.70	13.19	15.42	25.91	19.21	20.16	15.89	19.21
1	9.98	28.60	28.53	28.11	12.25	11.67	12.81	16.76	14.14
2	47.03	29.51	28.95	26.62	35.45	44.89	40.51	44.47	42.12
3	12.38	18.46	18.21	17.15	7.89	12.18	12.21	9.88	10.32
4	8.46	7.79	7.91	8.29	14.08	9.56	12.36	11.30	11.65
5	2.02	2.34	2.50	3.15	1.01	1.77	1.52	1.21	1.81
6	.55	.51	.59	.96	2.94	.55	.41	.45	.66
7	.11	.08	.10	.23	.04	.14	.02	.03	.07
8	.05	.01	.01	.05	.39	.03	.00	.01	.01
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.03	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		8.34	7.73	5.05	8.05	0.26	0.92	4.38	0.26
APE		53.76	54.08	56.03	34.50	6.74	17.62	19.50	18.27

Schedule # 180

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
google.com	9.90	15.17
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	57.28	48.22	54.55	56.26	57.41	56.61	56.64	56.18	56.61

1	21.33	36.26	28.25	26.32	20.59	23.00	22.92	23.44	22.96
2	16.48	12.50	11.43	10.99	18.35	15.25	15.28	15.47	15.26
3	3.33	2.61	4.03	4.24	1.49	3.65	3.68	3.54	3.69
4	1.42	.37	1.27	1.51	1.98	1.25	1.24	1.17	1.24
5	.16	.04	.36	.49	.02	.20	.19	.17	.19
6	.00	.00	.09	.15	.15	.05	.04	.04	.04
7	.00	.00	.02	.04	.00	.01	.00	.00	.00
8	.00	.00	.00	.01	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.21	6.39	2.25	0.30	1.57	1.50	2.57	1.57
APE		48.69	30.74	28.11	12.43	8.17	7.94	8.50	8.10

Schedule # 181

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
weather.com	3.33	5.02
lycos.com	3.11	4.80
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	29.57	20.81	23.82	26.46	34.01	28.62	28.72	27.39	28.62
1	18.60	34.90	33.06	31.43	16.35	20.18	20.08	21.07	19.83
2	34.42	26.82	24.26	22.28	32.88	34.30	34.25	35.31	34.70
3	11.29	12.50	12.27	11.92	5.85	10.66	10.73	10.50	10.78
4	4.96	3.93	4.71	5.20	8.95	5.12	5.17	4.86	5.05
5	.93	.88	1.44	1.91	.41	.87	.82	.69	.82
6	.22	.14	.35	.60	1.39	.22	.20	.16	.19
7	.00	.02	.07	.16	.01	.03	.02	.01	.02
8	.00	.00	.01	.03	.14	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.44	8.16	4.54	6.30	1.35	1.21	3.10	1.35
APE		37.33	37.73	38.90	21.40	3.66	3.65	6.47	3.22

Schedule # 182

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
go.com	4.26	6.60
cnn.com	2.59	4.31
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	19.64	13.35	13.64	15.70	29.83	19.57	20.33	16.17	19.57
1	9.87	29.27	29.21	28.76	8.57	11.82	12.90	16.95	14.34
2	48.61	29.41	29.08	26.91	36.83	45.83	41.94	45.79	42.98
3	12.17	17.92	17.79	16.88	5.24	11.80	11.77	9.18	10.03
4	7.75	7.37	7.44	7.86	15.08	9.03	11.64	10.62	11.03

5	1.15	2.15	2.25	2.84	.64	1.41	1.17	.95	1.49
6	.65	.46	.50	.82	3.31	.47	.25	.32	.51
7	.16	.07	.08	.19	.02	.06	.00	.02	.04
8	.00	.01	.01	.03	.44	.01	.00	.00	.01
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.03	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		7.83	7.47	5.00	12.68	0.09	0.86	4.32	0.09
APE		57.27	57.42	58.90	38.73	8.62	18.13	20.45	20.07

Schedule # 183

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
real.com	2.07	3.60
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	41.90	27.23	35.73	39.83	40.83	40.12	40.11	40.49	40.12
1	16.31	37.41	30.45	27.31	17.07	18.92	18.68	17.33	17.57
2	26.35	23.56	18.31	16.16	30.20	25.97	26.74	27.11	27.59
3	9.11	8.99	9.18	8.78	4.11	8.97	8.81	9.66	9.45
4	5.07	2.32	4.02	4.44	6.64	4.85	4.63	4.53	4.36
5	.93	.42	1.56	2.08	.20	.89	.80	.72	.73
6	.27	.06	.54	.89	.88	.23	.21	.16	.16
7	.05	.01	.16	.35	.00	.03	.02	.01	.02
8	.00	.00	.04	.12	.07	.00	.00	.00	.00
9	.00	.00	.01	.04	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		25.25	10.62	3.61	1.84	3.06	3.08	2.43	3.06
APE		47.37	41.93	41.98	21.76	5.94	6.40	5.56	6.70

Schedule # 184

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	63.56	56.79	62.11	63.82	61.89	63.51	63.60	63.51	63.51
1	21.66	32.90	25.49	23.35	23.91	21.62	21.41	21.46	21.43
2	11.57	8.73	8.74	8.50	12.26	11.82	11.98	12.06	12.07
3	2.45	1.41	2.68	2.96	1.04	2.30	2.30	2.30	2.34
4	.71	.15	.75	.97	.84	.67	.60	.59	.57
5	.05	.01	.19	.29	.01	.07	.08	.07	.06
6	.00	.00	.04	.08	.05	.01	.01	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00

9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	18.58	3.98	0.63	4.58	0.14	0.11	0.14	0.14	0.14
APE	43.14	19.54	16.11	12.54	1.40	2.63	2.72	2.74	

Schedule # 185

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
geocities.com	2.92	5.56
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	75.67	68.56	74.71	75.92	73.03	74.81	74.97	75.62	74.81
1	14.40	26.29	17.22	15.70	18.64	15.88	15.97	14.68	15.71
2	7.58	4.62	5.45	5.33	7.11	7.22	7.02	7.29	7.48
3	1.91	.49	1.80	1.96	.66	1.62	1.52	1.82	1.57
4	.33	.04	.58	.72	.49	.39	.44	.48	.37
5	.11	.00	.18	.26	.01	.07	.07	.08	.05
6	.00	.00	.05	.09	.04	.01	.01	.01	.01
7	.00	.00	.01	.03	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	29.22	3.95	0.78	10.85	3.53	2.88	0.21	3.53	
APE	68.52	22.36	17.55	25.73	9.21	11.02	3.49	7.64	

Schedule # 186

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	75.89	70.12	74.92	76.15	73.59	75.43	75.47	75.72	75.43
1	15.22	25.26	17.93	16.29	19.08	16.06	16.20	15.69	16.00
2	7.26	4.17	5.13	5.09	6.52	6.95	6.76	6.89	7.06
3	1.36	.42	1.48	1.68	.45	1.26	1.22	1.35	1.21
4	.22	.03	.41	.55	.34	.26	.29	.31	.26
5	.05	.00	.11	.17	.00	.04	.04	.04	.03
6	.00	.00	.03	.05	.02	.00	.01	.01	.00
7	.00	.00	.01	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00

12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		23.93	4.02	1.00	9.54	1.91	1.74	0.71	1.91
APE		59.35	21.78	16.88	23.64	5.39	7.09	3.98	4.94

Schedule # 187

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
mcafee.com	3.00	3.71
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	75.94	68.63	74.53	76.45	75.08	75.90	76.14	76.19	75.90
1	13.26	26.24	17.49	15.10	14.44	13.22	13.17	13.04	13.31
2	8.95	4.60	5.45	5.25	9.53	9.24	8.87	8.91	9.15
3	1.58	.49	1.75	2.00	.29	1.25	1.29	1.34	1.19
4	.22	.04	.55	.77	.62	.35	.47	.46	.40
5	.05	.00	.16	.29	.00	.03	.05	.05	.05
6	.00	.00	.05	.10	.03	.01	.01	.01	.01
7	.00	.00	.01	.03	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		30.38	5.86	2.04	3.57	0.17	0.83	1.04	0.17
APE		77.51	34.91	28.64	14.67	3.41	2.99	3.12	3.45

Schedule # 188

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	65.36	57.86	63.69	65.19	65.28	64.92	65.00	65.05	64.92
1	19.86	32.39	24.25	22.40	19.27	20.75	20.58	20.37	20.60
2	11.67	8.31	8.35	8.14	13.48	11.25	11.40	11.52	11.46
3	2.29	1.29	2.66	2.88	.79	2.23	2.23	2.29	2.26
4	.76	.14	.78	.97	1.10	.71	.67	.66	.66
5	.00	.01	.21	.31	.01	.10	.09	.09	.09
6	.05	.00	.05	.09	.07	.02	.02	.02	.02
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.65	4.82	0.69	0.23	1.27	1.04	0.89	1.27
APE		50.72	24.02	20.93	12.33	4.47	3.64	2.54	3.46

Schedule # 189

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
overture.com	2.21	3.98
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	65.19	57.45	63.43	64.76	64.25	64.35	64.42	64.79	64.35
1	19.53	32.59	24.29	22.64	20.63	21.18	21.19	20.36	20.92
2	12.17	8.47	8.46	8.26	13.11	11.32	11.35	11.59	11.69
3	2.24	1.33	2.73	2.93	.89	2.39	2.32	2.53	2.37
4	.76	.14	.81	.98	1.05	.64	.62	.63	.57
5	.11	.01	.22	.31	.01	.10	.09	.09	.08
6	.00	.00	.05	.09	.07	.02	.02	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.23	5.06	1.41	2.70	2.41	2.21	1.15	2.41
APE		52.83	26.37	23.70	11.06	8.04	7.87	5.34	6.41

Schedule # 190

Site	Avg. Aud. (%)	Cume (%)
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
real.com	2.07	3.60
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	78.61	74.18	77.85	79.06	78.58	78.65	78.79	78.70	78.65
1	14.24	22.43	16.59	14.90	14.27	14.20	14.09	14.24	14.30
2	6.27	3.11	4.18	4.24	6.60	6.30	6.13	6.12	6.16
3	.76	.26	1.05	1.28	.20	.73	.80	.76	.73
4	.11	.01	.25	.38	.34	.12	.17	.16	.15
5	.00	.00	.06	.11	.00	.01	.02	.01	.01
6	.00	.00	.01	.03	.01	.00	.00	.00	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.71	3.55	1.82	0.14	0.19	0.84	0.42	0.19
APE		55.87	23.09	16.97	5.42	0.56	1.92	0.98	1.17

Schedule # 191

Site	Avg. Aud. (%)	Cume (%)
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go.com	4.26	6.60
netscape.com	3.79	5.07
amazon.com	3.19	5.62
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	76.65	70.99	75.59	76.76	75.58	76.30	76.42	76.54	76.30
1	14.46	24.67	17.59	16.02	16.22	15.26	15.23	14.98	15.29
2	7.58	3.93	4.93	4.91	7.50	7.10	6.93	7.01	7.05
3	1.15	.38	1.39	1.59	.28	1.07	1.10	1.17	1.08
4	.11	.02	.38	.51	.40	.24	.27	.27	.25
5	.05	.00	.10	.15	.00	.03	.03	.03	.03
6	.00	.00	.02	.04	.02	.00	.01	.00	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		24.24	4.54	0.39	4.58	1.50	0.99	0.47	1.50
APE		63.25	27.24	22.36	13.15	6.47	7.11	5.52	6.81

Schedule # 192

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
amazon.com	3.19	5.62
geocities.com	2.92	5.56

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	14.13	8.46	10.10	8.54	18.96	14.25	15.28	8.31	14.25
1	9.77	23.20	23.55	23.22	11.39	11.76	13.79	19.80	13.92
2	42.06	29.16	27.30	29.06	34.61	37.51	32.45	37.77	35.23
3	16.80	22.22	20.72	22.14	10.90	18.13	17.33	15.50	16.63
4	10.80	11.42	11.43	11.43	17.21	12.48	14.81	13.51	13.47
5	4.20	4.18	4.81	4.21	2.05	3.91	4.56	3.60	4.40
6	1.42	1.11	1.58	1.14	4.08	1.33	1.51	1.28	1.68
7	.49	.22	.41	.23	.11	.47	.23	.20	.34
8	.16	.03	.08	.03	.62	.14	.03	.04	.07
9	.16	.00	.01	.00	.00	.03	.00	.00	.01
10	.00	.00	.00	.00	.06	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		6.60	4.69	7.50	5.62	0.14	1.34	6.78	0.14
APE		38.73	39.79	38.73	31.73	11.76	22.32	22.87	17.08

Schedule # 193

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
go.com	4.26	6.60
cnn.com	2.59	4.31

msnbc.com	2.37	3.93
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	34.92	26.78	28.75	33.02	40.27	34.20	34.38	34.01	34.20
1	18.17	37.29	35.66	32.20	17.35	19.91	19.76	19.91	19.70
2	37.86	23.80	22.44	19.76	30.10	36.35	36.16	36.58	36.47
3	6.16	9.21	9.41	9.46	4.32	6.55	6.77	6.74	6.80
4	2.07	2.40	2.91	3.78	6.73	2.53	2.53	2.41	2.46
5	.82	.45	.69	1.29	.22	.37	.33	.29	.30
6	.00	.06	.13	.38	.92	.08	.07	.06	.06
7	.00	.01	.02	.10	.00	.01	.01	.00	.00
8	.00	.00	.00	.02	.08	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.51	9.48	2.93	8.22	1.11	0.83	1.40	1.11
APE		56.85	57.28	58.56	25.63	7.13	7.58	6.96	6.96

Schedule # 194

Site	Avg. Aud. (%)	Cume (%)
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	81.29	75.24	79.70	81.55	81.14	81.27	81.37	81.25	81.27
1	10.26	21.66	14.68	12.26	10.65	10.36	10.30	10.48	10.45
2	7.75	2.86	4.02	3.95	7.64	7.54	7.40	7.41	7.42
3	.49	.23	1.16	1.43	.13	.64	.69	.62	.63
4	.22	.01	.33	.53	.42	.18	.22	.22	.22
5	.00	.00	.09	.19	.00	.01	.01	.01	.01
6	.00	.00	.02	.07	.02	.00	.00	.00	.00
7	.00	.00	.00	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		32.34	8.50	1.18	0.80	0.11	0.43	0.21	0.11
APE		89.58	48.32	39.23	5.77	2.73	3.21	3.74	3.58

Schedule # 195

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
go.com	4.26	6.60
digitalcity.com	3.30	5.35
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	67.65	61.13	66.73	67.71	67.19	67.29	67.37	67.68	67.29
1	20.02	30.71	22.67	21.43	19.98	20.60	20.58	19.89	20.38
2	9.66	7.07	7.42	7.32	11.24	9.46	9.46	9.68	9.79
3	2.02	.99	2.29	2.45	.71	2.04	1.99	2.15	2.01
4	.49	.09	.66	.78	.82	.52	.51	.52	.46
5	.11	.01	.17	.23	.01	.08	.08	.08	.06
6	.05	.00	.04	.06	.05	.01	.01	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.15	2.84	0.00	1.42	1.11	0.87	0.09	1.11
APE		45.94	16.72	14.28	10.39	2.78	2.72	1.17	1.92

Schedule # 196

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
overture.com	2.21	3.98
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	32.52	23.65	24.44	30.40	39.22	32.69	32.92	30.11	32.69
1	14.02	36.23	35.66	31.39	13.84	14.94	15.36	18.54	16.42
2	42.44	25.44	24.80	20.59	32.53	40.45	38.80	41.02	38.65
3	7.31	10.83	10.86	10.60	4.15	8.23	8.59	6.51	7.55
4	3.55	3.11	3.33	4.58	8.55	3.22	3.97	3.44	4.11
5	.16	.64	.75	1.70	.25	.38	.34	.29	.44
6	.00	.09	.13	.55	1.32	.09	.03	.08	.13
7	.00	.01	.02	.15	.00	.00	.00	.00	.01
8	.00	.00	.00	.03	.13	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		13.14	11.97	3.17	9.93	0.25	0.59	3.57	0.25
APE		64.83	64.89	67.90	29.34	6.62	10.21	10.46	10.98

Schedule # 197

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	9.90
digitalcity.com	3.30	3.30
mcafee.com	3.00	3.00
msnbc.com	2.37	2.37
overture.com	2.21	2.21
ask.com	1.53	1.53

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	69.56	63.46	68.14	69.59	69.14	69.36	69.40	69.25	69.36

1	18.55	29.41	22.49	20.57	19.14	19.06	19.14	19.34	19.08
2	9.98	6.25	6.82	6.73	10.46	9.59	9.41	9.43	9.58
3	1.64	.80	1.91	2.17	.54	1.60	1.60	1.55	1.58
4	.22	.07	.50	.67	.68	.35	.39	.38	.36
5	.00	.00	.12	.19	.00	.03	.05	.04	.04
6	.05	.00	.02	.05	.03	.00	.01	.01	.00
7	.00	.00	.00	.01	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.04	4.66	0.07	1.38	0.66	0.53	1.02	0.66
APE		51.35	25.62	21.19	8.71	3.78	4.80	5.49	4.01

Schedule # 198

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
go.com	4.26	6.60
weather.com	3.33	5.02
amazon.com	3.19	5.62
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	41.68	29.08	33.26	40.36	44.73	41.41	41.44	40.73	41.41
1	11.95	37.83	34.10	28.19	14.23	12.57	12.65	13.28	12.64
2	36.82	22.56	20.02	16.24	30.11	36.55	36.37	36.97	36.46
3	7.04	8.15	8.61	8.42	3.10	6.65	6.62	6.30	6.63
4	2.02	1.99	2.94	4.00	6.71	2.41	2.53	2.37	2.48
5	.38	.35	.83	1.74	.14	.32	.31	.28	.32
6	.11	.04	.19	.69	.91	.07	.06	.05	.06
7	.00	.00	.04	.25	.00	.01	.01	.00	.01
8	.00	.00	.01	.08	.08	.00	.00	.00	.00
9	.00	.00	.00	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.60	14.44	2.28	5.23	0.46	0.41	1.63	0.46
APE		70.95	72.05	72.82	32.13	3.05	3.79	4.68	3.50

Schedule # 199

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
go.com	4.26	6.60
weather.com	3.33	5.02
geocities.com	2.92	5.56
cnn.com	2.59	4.31
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	44.57	32.63	39.03	43.43	42.49	43.85	43.89	44.05	43.85
1	17.68	38.30	32.09	28.18	22.97	18.70	18.69	17.98	18.13
2	28.15	20.61	17.38	15.30	25.66	27.72	27.87	28.16	28.34
3	6.49	6.72	7.53	7.52	4.06	6.83	6.74	7.11	7.05
4	2.35	1.48	2.77	3.39	4.18	2.32	2.33	2.27	2.21

5	.55	.23	.88	1.41	.14	.46	.39	.36	.35
6	.16	.03	.24	.53	.45	.10	.07	.06	.06
7	.05	.00	.06	.18	.00	.01	.01	.01	.01
8	.00	.00	.01	.05	.03	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	21.54	9.99	2.24	3.75	1.30	1.23	0.94	1.30	
APE	53.69	48.84	48.42	23.13	3.63	3.34	2.42	3.03	

Schedule # 200

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
weather.com	3.33	5.02
lycos.com	3.11	4.80
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	31.42	22.00	24.64	29.72	38.65	32.16	32.43	29.89	32.16
1	14.84	35.50	33.77	30.42	11.78	15.01	15.00	17.59	15.71
2	40.75	26.26	24.09	20.51	33.99	38.12	37.08	39.18	37.39
3	7.47	11.77	11.69	11.12	3.90	9.04	9.52	8.03	8.60
4	4.42	3.56	4.26	5.14	9.68	4.70	5.14	4.58	5.05
5	.87	.77	1.22	2.07	.25	.73	.66	.55	.79
6	.11	.12	.28	.73	1.57	.21	.16	.17	.26
7	.11	.01	.05	.22	.00	.01	.01	.01	.03
8	.00	.00	.01	.06	.15	.00	.00	.00	.01
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	13.74	9.89	2.55	10.54	1.08	1.47	2.23	1.08	
APE	59.08	59.14	61.52	30.62	7.28	10.15	8.05	9.20	

Schedule # 201

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	64.59	57.13	62.72	64.02	63.64	63.67	63.77	63.88	63.67
1	19.91	32.63	24.90	23.29	21.21	21.93	21.86	21.52	21.78
2	12.33	8.65	8.59	8.40	13.07	11.18	11.20	11.36	11.39
3	2.40	1.41	2.71	2.91	.95	2.44	2.39	2.48	2.44
4	.71	.16	.79	.96	1.05	.67	.66	.65	.62
5	.05	.01	.21	.30	.01	.10	.10	.10	.09
6	.00	.00	.05	.09	.07	.02	.02	.02	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00

8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.07	5.28	1.69	2.68	2.60	2.32	2.01	2.60
APE		50.78	26.38	23.84	11.13	9.38	9.07	7.88	8.44

Schedule # 202

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
go.com	4.26	6.60
weather.com	3.33	5.02
amazon.com	3.19	5.62
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	18.06	12.28	12.57	13.15	27.20	18.02	18.85	13.69	18.02
1	10.37	27.78	27.76	27.71	9.69	12.10	13.39	18.32	14.21
2	45.83	29.18	28.85	28.20	35.87	43.36	39.18	43.56	41.01
3	14.35	18.87	18.70	18.37	6.57	13.97	13.67	11.07	12.41
4	8.51	8.38	8.44	8.54	15.42	9.69	12.46	11.26	11.36
5	2.02	2.71	2.81	3.00	.96	2.05	1.97	1.55	2.17
6	.65	.66	.71	.82	3.63	.66	.46	.49	.70
7	.16	.12	.14	.18	.04	.12	.03	.05	.09
8	.00	.02	.02	.03	.56	.03	.00	.01	.02
9	.05	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.06	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		7.05	6.70	6.10	11.15	0.05	0.96	5.33	0.05
APE		48.23	48.49	49.15	36.81	7.22	17.96	20.81	16.83

Schedule # 203

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
real.com	2.07	3.60
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	10.37	7.76	8.04	7.81	20.41	10.53	10.95	2.80	10.53
1	7.97	21.76	21.87	21.78	8.18	11.45	12.74	19.96	14.34
2	44.35	28.33	28.01	28.28	34.93	38.60	36.08	43.06	37.53
3	19.04	22.71	22.39	22.65	8.50	18.73	17.90	14.82	15.29
4	13.64	12.51	12.48	12.50	19.31	16.01	17.15	15.12	15.71
5	3.00	5.01	5.13	5.03	1.89	3.50	3.93	2.96	4.44

6	1.25	1.51	1.60	1.52	5.49	.96	1.16	1.14	1.83
7	.27	.34	.39	.35	.13	.16	.09	.11	.27
8	.11	.06	.07	.06	1.02	.04	.00	.02	.05
9	.00	.01	.01	.01	.00	.01	.00	.00	.00
10	.00	.00	.00	.00	.12	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	2.91	2.60	2.91	11.20	0.18	0.65	8.45	0.18	
APE	41.29	41.73	41.36	36.12	14.38	21.20	21.62	23.53	

Schedule # 204

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
cnn.com	2.59	4.31
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	39.06	25.52	32.65	36.38	38.86	37.24	37.18	36.70	37.24
1	16.26	36.61	31.23	28.54	17.17	19.69	19.51	19.31	18.60
2	28.31	24.38	19.58	17.47	30.56	26.96	27.67	28.36	28.32
3	10.09	9.99	9.87	9.44	4.70	9.62	9.46	9.82	9.93
4	4.86	2.82	4.27	4.66	7.24	5.18	4.87	4.71	4.75
5	1.09	.58	1.63	2.12	.28	1.00	.99	.86	.90
6	.22	.09	.55	.89	1.07	.27	.28	.21	.23
7	.11	.01	.16	.34	.01	.04	.04	.03	.03
8	.00	.00	.04	.12	.11	.01	.01	.00	.00
9	.00	.00	.01	.04	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	22.22	10.52	4.43	0.33	2.99	3.09	3.87	2.99	
APE	44.57	41.81	42.78	21.02	9.50	7.83	6.30	4.76	

Schedule # 205

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	51.55	41.27	49.36	50.85	50.46	50.60	50.58	50.64	50.60
1	23.24	37.70	28.69	27.20	23.00	24.91	24.96	24.34	24.29
2	17.24	15.99	13.33	12.80	20.71	16.23	16.41	16.82	17.03
3	4.80	4.17	5.51	5.58	2.68	5.49	5.42	5.67	5.57

4	2.45	.75	2.07	2.27	2.76	2.10	2.02	1.99	1.97
5	.49	.10	.72	.86	.08	.51	.47	.43	.43
6	.16	.01	.23	.30	.28	.13	.12	.09	.09
7	.05	.00	.07	.10	.00	.02	.02	.01	.01
8	.00	.00	.02	.03	.02	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.22	4.52	1.49	2.25	1.96	2.00	1.88	1.96
APE		38.45	22.27	20.56	13.91	7.84	7.62	6.23	5.53

Schedule # 206

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	27.82	18.83	22.42	24.42	32.29	26.72	27.01	25.17	26.72
1	17.57	33.39	31.59	30.54	15.12	19.62	19.49	20.76	19.43
2	35.24	27.49	24.30	22.75	33.48	34.11	33.57	35.12	33.98
3	10.69	13.93	13.27	12.84	6.31	11.38	11.60	11.37	11.73
4	6.66	4.85	5.67	5.96	10.20	6.15	6.47	6.06	6.37
5	1.58	1.23	1.98	2.36	.56	1.40	1.34	1.13	1.29
6	.33	.23	.58	.81	1.80	.50	.44	.34	.40
7	.11	.03	.14	.24	.02	.09	.06	.04	.05
8	.00	.00	.03	.06	.22	.02	.01	.01	.01
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.45	7.48	4.82	6.19	1.52	1.12	3.67	1.52
APE		40.39	40.52	41.24	20.71	6.61	7.07	7.11	6.76

Schedule # 207

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
go.com	4.26	6.60
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
msnbc.com	2.37	3.93
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	27.17	18.82	21.66	23.01	31.06	26.07	26.15	23.98	26.07
1	18.11	33.39	31.98	31.27	16.78	20.51	20.41	22.27	20.22

2	34.70	27.50	24.92	23.82	32.94	33.19	33.18	34.64	33.49
3	12.44	13.94	13.43	13.15	7.00	12.58	12.62	12.20	12.69
4	5.73	4.86	5.54	5.77	9.72	5.94	5.97	5.55	5.91
5	1.47	1.23	1.83	2.10	.62	1.32	1.29	1.07	1.27
6	.33	.23	.50	.65	1.66	.34	.32	.24	.30
7	.05	.03	.11	.17	.02	.05	.05	.03	.04
8	.00	.00	.02	.04	.20	.01	.01	.00	.01
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.47	7.57	5.84	5.34	1.51	1.40	4.38	1.51
APE		34.61	34.93	35.58	20.51	6.08	6.10	7.07	5.49

Schedule # 208

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	30.39	18.95	23.49	27.00	33.28	29.39	29.84	27.25	29.39
1	13.42	33.47	31.15	29.26	13.99	15.85	16.23	18.43	16.14
2	36.17	27.44	23.51	21.00	33.81	34.66	32.67	34.69	34.61
3	12.55	13.85	13.01	12.22	5.79	12.08	12.50	11.79	11.22
4	4.96	4.80	5.78	6.15	10.47	5.65	6.66	6.12	6.21
5	1.91	1.21	2.14	2.74	.51	1.62	1.56	1.30	1.76
6	.38	.23	.68	1.09	1.88	.59	.46	.37	.55
7	.11	.03	.18	.39	.01	.12	.07	.05	.10
8	.05	.00	.04	.12	.23	.03	.01	.01	.02
9	.05	.00	.01	.03	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.43	9.91	4.97	4.15	1.44	0.79	4.51	1.44
APE		44.92	46.43	49.49	26.50	8.16	12.38	13.19	10.44

Schedule # 209

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
weather.com	3.33	5.02
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
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0	3.27	4.04	4.28	4.21	14.77	5.00	5.27	2.50	5.00
1	3.55	14.57	14.83	14.75	4.88	7.39	8.86	12.28	10.88
2	41.79	24.39	24.20	24.26	32.25	32.28	30.75	33.00	31.78
3	22.37	25.14	24.68	24.82	8.39	19.99	18.87	17.92	17.11
4	18.55	17.81	17.58	17.65	24.56	25.41	24.92	22.92	22.38
5	5.78	9.18	9.24	9.23	3.07	6.88	7.30	6.08	6.88
6	3.44	3.55	3.70	3.66	9.20	2.52	3.70	4.59	5.01
7	1.20	1.04	1.15	1.12	.35	.45	.35	.52	.73
8	.05	.24	.28	.26	2.15	.07	.00	.16	.22
9	.00	.04	.05	.05	.01	.00	-.01	.01	.02
10	.00	.01	.01	.01	.32	.00	-.01	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		0.80	1.04	0.80	11.89	1.79	2.07	0.80	1.79
APE		37.05	37.43	37.32	44.08	26.24	29.90	29.56	30.77

Schedule # 210

Site	Avg. Aud. (%)	Cume (%)
netscape.com	3.79	5.07
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	77.91	69.93	76.27	78.39	77.75	77.82	78.17	78.28	77.82
1	11.02	25.34	16.02	13.48	11.05	11.09	10.97	10.74	11.07
2	9.55	4.26	5.09	4.81	10.21	9.53	9.05	9.08	9.56
3	.93	.44	1.74	1.95	.22	1.14	1.18	1.27	1.11
4	.60	.03	.59	.82	.74	.38	.55	.54	.40
5	.00	.00	.20	.34	.00	.04	.06	.06	.03
6	.00	.00	.06	.14	.04	.01	.02	.02	.01
7	.00	.00	.02	.05	.00	.00	.00	.00	.00
8	.00	.00	.01	.02	.00	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		36.12	7.42	1.95	0.72	0.41	1.18	1.67	0.41
APE		93.57	47.85	40.74	7.15	2.58	4.21	5.57	2.17

Schedule # 211

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
go.com	4.26	6.60
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	28.26	19.24	22.89	24.66	32.37	27.22	27.30	25.60	27.22
1	18.33	33.65	31.75	30.80	15.73	20.13	19.96	21.08	19.58
2	33.82	27.33	24.12	22.76	33.18	32.95	33.05	34.45	33.37
3	11.40	13.66	13.05	12.69	6.38	11.86	11.95	11.82	12.25
4	6.16	4.69	5.53	5.80	9.85	5.94	5.96	5.59	5.92
5	1.53	1.17	1.92	2.25	.55	1.37	1.32	1.11	1.26
6	.44	.22	.56	.76	1.70	.43	.39	.30	.34
7	.05	.03	.14	.22	.01	.08	.06	.04	.05
8	.00	.00	.03	.06	.20	.02	.01	.01	.01
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.57	7.49	5.12	5.73	1.45	1.34	3.71	1.45
APE		36.44	36.28	36.88	20.14	4.98	4.78	6.90	4.42

Schedule # 212

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
go.com	4.26	6.60
msnbc.com	2.37	3.93
overture.com	2.21	3.98
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	15.33	10.04	10.30	10.11	23.32	15.27	16.13	9.52	15.27
1	10.26	25.08	25.12	25.09	9.86	12.19	13.77	19.78	15.35
2	42.94	29.09	28.79	29.01	35.31	39.73	35.46	40.82	36.25
3	16.86	20.76	20.55	20.71	8.12	17.06	16.26	13.75	14.92
4	9.71	10.19	10.21	10.19	16.82	11.34	14.00	12.50	13.38
5	3.33	3.63	3.73	3.66	1.44	3.06	3.34	2.61	3.40
6	1.31	.97	1.04	.99	4.24	1.05	.95	.89	1.22
7	.27	.20	.22	.20	.08	.23	.09	.10	.17
8	.00	.03	.04	.03	.71	.06	.01	.02	.03
9	.00	.00	.00	.00	.00	.01	.00	.00	.00
10	.00	.00	.00	.00	.08	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		6.25	5.94	7.49	9.44	0.07	0.94	6.86	0.07
APE		39.91	40.11	39.97	35.05	8.99	19.42	22.29	20.88

Schedule # 213

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
google.com	9.90	15.17
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56

real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	31.37	21.85	25.57	28.27	32.63	30.06	30.22	29.33	30.06
1	16.97	35.10	32.76	31.05	19.92	19.72	19.82	20.09	19.37
2	35.90	26.19	23.17	21.26	31.08	34.05	33.61	34.59	34.47
3	10.04	12.02	11.74	11.37	6.82	10.17	10.31	10.41	10.16
4	4.09	3.79	4.68	5.11	7.75	4.58	4.79	4.54	4.65
5	1.15	.87	1.54	1.99	.50	1.08	.96	.82	1.00
6	.27	.15	.42	.68	1.16	.28	.26	.20	.25
7	.22	.02	.10	.20	.01	.05	.04	.02	.03
8	.00	.00	.02	.05	.12	.01	.01	.00	.01
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		13.87	8.45	4.59	1.84	1.91	1.68	2.97	1.91
APE		44.76	45.88	47.21	24.09	7.98	9.47	8.52	7.11

Schedule # 214

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
overture.com	2.21	3.98
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	42.66	31.49	36.91	41.42	41.57	42.08	42.21	41.70	42.08
1	17.51	37.93	32.90	29.00	22.48	18.55	18.84	19.13	18.46
2	29.73	21.21	18.25	16.01	26.25	29.39	28.99	29.47	29.56
3	7.31	7.30	7.88	7.83	4.34	7.00	6.67	6.62	6.89
4	2.07	1.73	2.85	3.50	4.59	2.44	2.70	2.58	2.50
5	.60	.30	.89	1.44	.18	.45	.46	.41	.42
6	.05	.04	.24	.54	.54	.08	.10	.09	.08
7	.05	.00	.06	.19	.00	.01	.01	.01	.01
8	.00	.00	.01	.06	.05	.00	.00	.00	.00
9	.00	.00	.00	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.48	10.03	2.32	1.90	1.01	0.78	1.67	1.01
APE		51.71	50.09	50.07	26.07	3.98	6.23	5.84	3.87

Schedule # 215

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
amazon.com	3.19	5.62

lycos.com	3.11	4.80
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	28.42	19.45	22.96	25.12	32.48	27.47	27.58	25.96	27.47
1	18.17	33.79	31.93	30.74	15.96	19.82	19.68	20.78	19.42
2	33.99	27.24	24.17	22.52	33.05	33.59	33.54	34.88	33.92
3	11.78	13.52	12.96	12.54	6.39	11.40	11.45	11.28	11.59
4	6.00	4.61	5.43	5.76	9.70	5.93	6.09	5.74	6.01
5	.87	1.14	1.86	2.26	.54	1.27	1.22	1.03	1.19
6	.71	.21	.53	.77	1.66	.43	.37	.29	.34
7	.05	.03	.13	.23	.01	.07	.05	.03	.05
8	.00	.00	.03	.06	.20	.02	.01	.01	.01
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.53	7.63	4.72	5.67	1.33	1.17	3.44	1.33
APE		36.73	37.18	37.36	19.24	4.50	4.30	6.80	3.10

Schedule # 216

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	49.37	37.73	47.23	48.91	48.56	48.36	48.34	48.69	48.36
1	23.51	38.09	28.26	26.70	21.63	24.52	24.55	23.34	23.62
2	16.37	17.85	14.05	13.37	22.37	16.95	17.21	17.71	17.95
3	6.76	5.15	6.32	6.31	3.20	6.36	6.30	6.75	6.68
4	2.78	1.02	2.62	2.81	3.61	2.75	2.66	2.67	2.59
5	.87	.15	1.01	1.18	.13	.78	.70	.65	.62
6	.22	.02	.36	.46	.45	.23	.20	.17	.15
7	.05	.00	.12	.17	.00	.04	.04	.03	.02
8	.05	.00	.03	.06	.04	.01	.01	.00	.00
9	.00	.00	.01	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.99	4.23	0.87	1.60	1.99	2.03	1.34	1.99
APE		40.39	15.90	14.56	26.27	4.29	5.33	3.89	4.66

Schedule # 217

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17

microsoft.com	14.51	21.22
weather.com	3.33	5.02
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	37.92	24.75	31.99	35.63	37.84	36.60	36.51	35.83	36.60
1	17.57	36.34	31.06	28.50	17.41	19.51	19.40	19.40	18.72
2	27.39	24.78	19.78	17.69	30.78	27.15	27.84	28.64	28.06
3	9.87	10.39	10.14	9.68	4.99	9.85	9.60	9.91	10.15
4	5.73	3.00	4.46	4.82	7.43	5.37	5.14	4.96	5.12
5	1.20	.63	1.73	2.21	.31	1.12	1.10	.96	1.02
6	.27	.10	.60	.93	1.11	.35	.34	.26	.28
7	.05	.01	.18	.36	.01	.04	.05	.03	.04
8	.00	.00	.05	.13	.11	.01	.01	.01	.01
9	.00	.00	.01	.04	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.21	9.55	3.74	0.13	2.13	2.27	3.37	2.13
APE		40.93	38.16	38.48	19.36	4.41	5.35	6.72	4.70

Schedule # 218

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
amazon.com	3.19	5.62
geocities.com	2.92	5.56
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	65.79	57.44	64.37	65.58	63.16	64.69	64.68	65.35	64.69
1	19.59	32.49	23.09	21.65	23.00	21.39	21.53	20.11	20.96
2	10.42	8.53	8.30	8.08	11.45	10.07	10.21	10.59	10.71
3	3.22	1.38	2.88	3.03	1.30	2.82	2.64	2.96	2.78
4	.76	.15	.95	1.10	.96	.84	.77	.81	.72
5	.11	.01	.30	.38	.03	.16	.15	.15	.13
6	.11	.00	.09	.13	.09	.03	.03	.03	.02
7	.00	.00	.02	.04	.00	.00	.00	.00	.00
8	.00	.00	.01	.01	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		24.41	4.15	0.82	7.69	3.22	3.24	1.29	3.22
APE		51.01	18.68	15.40	19.50	8.07	8.36	3.27	6.58

Schedule # 219

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
go.com	4.26	6.60
amazon.com	3.19	5.62
geocities.com	2.92	5.56
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	30.99	20.02	25.05	27.17	30.13	28.82	29.13	28.56	28.82
1	16.26	34.12	31.31	30.09	20.21	19.99	19.79	19.34	18.84
2	33.55	27.01	22.82	21.32	31.48	31.93	31.47	32.41	32.65
3	11.57	13.15	12.40	11.99	7.79	11.68	12.18	12.74	12.76
4	5.29	4.40	5.48	5.74	8.29	5.46	5.73	5.54	5.48
5	1.53	1.07	2.05	2.40	.64	1.57	1.32	1.13	1.16
6	.65	.20	.66	.89	1.28	.44	.33	.25	.26
7	.16	.03	.18	.29	.02	.08	.05	.03	.04
8	.00	.00	.04	.08	.14	.01	.01	.00	.00
9	.00	.00	.01	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		15.90	8.61	5.46	1.25	3.14	2.70	3.52	3.14
APE		40.44	39.70	40.97	21.17	8.65	10.59	9.52	8.32

Schedule # 220

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
netscape.com	3.79	5.07
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	40.10	28.78	33.63	37.66	42.21	39.08	39.09	37.96	39.08
1	17.02	37.49	33.33	30.04	17.27	19.10	19.42	20.45	19.38
2	30.88	22.67	19.68	17.47	29.26	30.10	29.79	30.59	29.90
3	8.35	8.44	8.79	8.66	3.89	7.80	7.55	7.18	7.50
4	3.00	2.16	3.22	3.83	6.25	3.27	3.45	3.21	3.44
5	.60	.40	1.00	1.53	.19	.53	.55	.47	.55
6	.05	.06	.27	.56	.84	.11	.14	.12	.14
7	.00	.01	.06	.18	.00	.01	.02	.01	.02
8	.00	.00	.01	.05	.08	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		18.90	10.80	4.06	3.52	1.70	1.69	3.57	1.70
APE		49.80	48.18	48.83	18.13	6.38	8.18	8.86	8.00

Schedule # 221

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
amazon.com	3.19	5.62
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	24.99	15.52	19.54	19.98	27.31	23.32	23.42	20.77	23.32
1	16.91	30.92	29.56	29.39	15.70	19.77	19.71	21.55	19.24
2	32.41	28.61	24.78	24.41	33.80	31.41	31.29	33.32	31.71
3	14.13	16.29	14.94	14.79	8.27	14.41	14.55	14.38	14.90
4	8.46	6.38	7.12	7.16	11.49	7.91	7.98	7.49	7.95
5	2.29	1.82	2.80	2.89	.93	2.30	2.22	1.87	2.15
6	.71	.39	.93	.99	2.16	.73	.69	.53	.62
7	.05	.06	.26	.29	.03	.13	.12	.08	.10
8	.05	.01	.06	.07	.29	.02	.02	.01	.02
9	.00	.00	.01	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.62	7.27	6.80	3.09	2.23	2.09	5.63	2.23
APE		30.52	31.18	31.46	19.44	6.44	6.68	9.92	6.16

Schedule # 222

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
google.com	9.90	15.17
amazon.com	3.19	5.62
lycos.com	3.11	4.80
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	37.10	24.96	29.66	35.39	39.19	36.65	36.95	35.79	36.65
1	13.04	36.42	32.93	28.82	15.70	14.25	14.55	15.48	14.34
2	37.10	24.67	21.31	17.87	31.35	35.49	34.11	35.03	35.07
3	8.02	10.28	10.27	9.68	4.43	9.02	9.42	9.11	9.23
4	3.27	2.95	4.02	4.74	7.76	3.49	4.09	3.84	3.81
5	1.15	.61	1.33	2.13	.27	.82	.70	.60	.71
6	.27	.10	.38	.88	1.17	.24	.16	.13	.17
7	.05	.01	.09	.33	.00	.04	.02	.01	.02
8	.00	.00	.02	.11	.12	.01	.00	.00	.00
9	.00	.00	.00	.03	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00

AER	19.30	11.83	2.77	3.32	0.72	0.24	2.08	0.72
APE	62.23	62.05	63.85	29.33	7.03	11.62	10.97	8.98

Schedule # 223

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	17.51	9.85	12.34	11.91	22.25	16.52	16.92	12.59	16.52
1	12.71	24.83	25.02	25.01	10.55	15.34	15.51	18.81	15.60
2	34.81	29.06	26.39	26.82	35.08	32.91	31.53	34.66	32.07
3	16.86	20.92	19.04	19.34	8.89	16.28	16.34	15.85	16.36
4	12.27	10.36	10.42	10.43	16.68	13.35	14.44	13.89	14.29
5	4.04	3.73	4.54	4.43	1.59	3.85	3.72	3.03	3.66
6	1.36	1.01	1.62	1.52	4.12	1.44	1.31	1.02	1.27
7	.27	.21	.48	.43	.09	.26	.19	.13	.19
8	.16	.03	.12	.10	.68	.06	.04	.02	.04
9	.00	.00	.02	.02	.00	.01	.00	.00	.00
10	.00	.00	.00	.00	.07	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.29	6.27	6.86	5.75	1.20	0.72	5.96	1.20
APE		29.93	31.26	30.79	25.20	7.98	11.32	12.74	10.69

Schedule # 224

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
geocities.com	2.92	5.56
cnn.com	2.59	4.31
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	25.59	15.58	19.68	19.98	25.64	23.31	23.43	20.90	23.31
1	16.20	30.98	29.57	29.45	18.00	20.03	19.97	21.68	19.34
2	32.19	28.60	24.71	24.45	32.99	31.01	30.86	32.76	31.66
3	14.46	16.24	14.88	14.78	9.43	14.76	14.91	14.83	15.01
4	8.62	6.34	7.10	7.13	10.69	7.71	7.85	7.38	7.81
5	2.18	1.80	2.80	2.86	1.05	2.33	2.23	1.88	2.18
6	.60	.38	.93	.98	1.89	.69	.64	.48	.58
7	.16	.06	.26	.28	.04	.13	.11	.07	.09
8	.00	.01	.06	.07	.24	.02	.02	.01	.01
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00

13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		13.45	7.94	7.66	0.07	3.06	2.90	6.30	3.06
APE		31.10	32.13	32.33	16.80	8.75	8.71	10.99	6.89

Schedule # 225

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
google.com	9.90	15.17
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	29.79	21.35	23.82	26.06	31.92	28.60	28.65	26.98	28.60
1	17.08	34.85	33.35	31.98	20.04	20.31	20.51	21.94	20.35
2	37.48	26.42	24.32	22.62	31.20	34.55	34.21	35.39	34.37
3	10.42	12.32	12.13	11.84	7.09	10.84	10.84	10.45	10.97
4	3.76	3.95	4.58	5.01	7.88	4.50	4.62	4.28	4.59
5	1.09	.92	1.38	1.78	.53	.96	.92	.77	.88
6	.27	.16	.34	.54	1.18	.20	.22	.17	.20
7	.11	.02	.07	.14	.01	.03	.03	.02	.03
8	.00	.00	.01	.03	.13	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.02	8.50	5.36	3.03	1.69	1.62	4.00	1.69
APE		44.57	46.10	47.66	26.21	10.82	11.79	11.41	11.57

Schedule # 226

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	40.59	28.96	34.73	38.43	42.31	39.75	39.79	38.96	39.75
1	17.40	37.53	32.56	29.56	17.47	19.22	19.36	19.89	19.05
2	30.22	22.58	19.08	17.10	29.02	29.11	28.86	29.59	29.33
3	7.75	8.36	8.73	8.57	3.91	7.72	7.74	7.63	7.66
4	3.11	2.13	3.35	3.87	6.17	3.27	3.39	3.19	3.34
5	.60	.39	1.11	1.59	.19	.70	.66	.58	.67
6	.27	.05	.32	.60	.84	.19	.17	.14	.16
7	.00	.01	.08	.20	.00	.03	.02	.02	.02
8	.05	.00	.02	.06	.08	.01	.00	.00	.00
9	.00	.00	.00	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00

11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	19.58	9.86	3.62	2.90	1.41	1.35	2.74	1.41	
APE	50.24	47.45	47.82	15.45	5.67	6.46	5.96	5.23	

Schedule # 227

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
go.com	4.26	6.60
digitalcity.com	3.30	5.35
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	66.01	59.31	64.94	65.86	65.37	65.49	65.58	65.85	65.49
1	20.73	31.57	23.66	22.50	20.95	21.61	21.58	20.93	21.37
2	10.15	7.80	7.93	7.81	11.84	9.89	9.91	10.14	10.24
3	2.40	1.19	2.49	2.63	.87	2.29	2.24	2.39	2.27
4	.55	.12	.73	.84	.91	.59	.58	.59	.54
5	.11	.01	.20	.26	.01	.10	.10	.09	.08
6	.05	.00	.05	.07	.06	.02	.02	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.00	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	19.71	3.15	0.53	1.88	1.53	1.27	0.47	1.53	
APE	44.07	16.24	14.18	11.50	3.91	3.88	0.94	2.77	

Schedule # 228

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
digitalcity.com	3.30	5.35
earthlink.net	2.35	3.16
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	12.60	8.21	8.58	8.36	21.58	13.13	13.83	5.75	13.13
1	9.22	22.46	22.58	22.52	7.94	11.59	13.04	19.80	14.94
2	42.50	28.55	28.12	28.37	35.30	37.12	33.69	40.56	34.32
3	17.57	22.33	21.95	22.17	7.84	18.23	17.21	14.82	15.56
4	11.89	12.01	11.99	12.00	19.06	13.74	15.80	13.90	14.85
5	3.60	4.70	4.85	4.76	1.67	4.19	4.51	3.38	4.56
6	2.07	1.38	1.50	1.43	5.38	1.61	1.68	1.49	2.11
7	.33	.31	.36	.33	.11	.31	.22	.23	.40
8	.22	.05	.07	.06	.99	.08	.03	.06	.11

9	.00	.01	.01	.01	.00	.01	.00	.01	.01
10	.00	.00	.00	.00	.12	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		5.02	4.60	8.20	10.27	0.61	1.41	7.84	0.61
APE		38.97	39.16	39.03	36.32	13.14	21.17	21.00	22.95

Schedule # 229

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	30.66	18.65	24.17	27.79	30.23	29.87	30.28	28.02	29.87
1	13.64	33.27	30.50	28.57	17.61	15.51	15.97	17.60	16.08
2	35.30	27.57	22.85	20.35	32.67	33.62	31.75	33.59	32.23
3	11.84	14.05	12.94	12.07	7.44	12.06	12.61	12.28	12.65
4	5.40	4.93	6.02	6.30	9.54	6.31	6.95	6.49	6.84
5	2.29	1.26	2.38	2.95	.67	1.90	1.77	1.50	1.72
6	.65	.24	.82	1.25	1.61	.59	.55	.43	.51
7	.22	.03	.24	.48	.02	.12	.09	.07	.09
8	.00	.00	.06	.16	.19	.02	.02	.01	.02
9	.00	.00	.01	.05	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		17.32	9.36	4.27	0.62	1.14	0.55	3.81	1.14
APE		45.67	45.26	47.23	26.13	7.57	12.94	12.07	12.43

Schedule # 230

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
msnbc.com	2.37	3.93
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	39.61	26.59	33.30	36.64	40.31	37.93	37.95	37.21	37.93
1	16.58	36.94	31.66	29.14	16.71	19.53	19.53	19.72	19.04
2	28.48	23.83	19.45	17.57	30.32	28.02	28.15	28.94	28.55
3	10.20	9.46	9.52	9.22	4.29	9.01	8.88	9.01	9.15
4	3.98	2.58	3.98	4.38	7.01	4.19	4.27	4.08	4.18
5	.71	.51	1.45	1.90	.24	.96	.91	.80	.87
6	.27	.08	.47	.75	1.01	.29	.26	.21	.24

7	.16	.01	.13	.27	.00	.05	.04	.03	.04
8	.00	.00	.03	.09	.10	.01	.01	.00	.01
9	.00	.00	.01	.03	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	21.56	10.45	4.95	1.16	2.78	2.75	3.97	2.78	
APE	45.85	42.72	44.31	20.52	8.61	8.66	8.56	6.79	

Schedule # 231

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	30.22	20.87	23.60	28.10	37.54	30.81	31.22	28.40	30.81
1	14.68	34.60	32.99	30.29	11.37	14.85	14.86	17.58	15.69
2	40.21	26.63	24.29	21.02	34.17	38.02	36.68	39.07	37.14
3	8.02	12.62	12.35	11.63	4.15	9.64	10.09	8.63	9.14
4	5.62	4.11	4.79	5.49	10.38	5.38	5.95	5.28	5.79
5	1.04	.97	1.49	2.27	.32	.96	.91	.74	1.01
6	.11	.17	.38	.83	1.84	.32	.26	.26	.37
7	.11	.02	.08	.27	.01	.03	.02	.03	.05
8	.00	.00	.01	.08	.21	.00	.00	.01	.01
9	.00	.00	.00	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	13.40	9.49	2.92	10.49	0.85	1.43	2.61	0.85	
APE	57.08	57.54	58.40	29.75	6.58	9.29	7.92	8.21	

Schedule # 232

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	29.35	19.70	23.62	25.62	32.03	27.83	27.97	26.63	27.83
1	17.51	33.93	31.81	30.69	17.01	2.00	19.99	20.65	19.37
2	33.88	27.14	23.76	22.26	32.64	32.97	32.69	33.94	33.38
3	11.29	13.36	12.76	12.37	6.70	11.68	11.91	11.97	12.30
4	6.06	4.52	5.42	5.71	9.31	5.72	5.75	5.43	5.61

5	1.42	1.11	1.90	2.26	.56	1.37	1.27	1.07	1.17
6	.49	.21	.56	.78	1.55	.36	.35	.26	.29
7	.00	.03	.14	.23	.01	.06	.05	.03	.04
8	.00	.00	.03	.06	.18	.01	.01	.01	.01
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		13.66	8.11	5.34	3.79	2.15	1.95	3.85	2.15
APE		38.77	38.58	39.15	16.56	6.20	7.01	7.26	6.11

Schedule # 233

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	12.93	8.82	9.11	8.97	22.12	13.40	14.12	6.14	13.40
1	9.60	23.39	23.47	23.43	8.64	11.91	13.42	20.44	15.38
2	43.48	28.79	28.46	28.62	35.34	38.37	34.74	41.46	35.51
3	17.40	21.80	21.53	21.67	8.02	17.99	17.19	14.41	15.27
4	11.24	11.35	11.36	11.36	18.25	13.24	15.11	13.15	14.13
5	3.38	4.30	4.42	4.36	1.60	3.63	4.00	2.99	4.20
6	1.58	1.22	1.31	1.26	4.94	1.17	1.29	1.20	1.74
7	.33	.26	.30	.28	.10	.24	.14	.17	.30
8	.05	.04	.05	.05	.88	.06	.00	.04	.07
9	.00	.01	.01	.01	.00	.00	.00	.00	.01
10	.00	.00	.00	.00	.10	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.72	4.39	8.13	10.55	0.54	1.37	7.80	0.54
APE		39.46	39.61	39.55	36.52	12.37	20.43	21.48	22.75

Schedule # 234

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
ebay.com	13.12	19.86
go.com	4.26	6.60
cnn.com	2.59	4.31
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	37.86	26.31	32.09	35.41	39.27	36.73	36.86	35.89	36.73
1	18.33	36.86	32.34	29.85	17.80	20.30	20.24	20.85	19.93
2	29.13	23.97	20.10	18.18	30.10	28.57	28.43	29.23	28.90

3	9.33	9.59	9.68	9.41	4.64	9.16	9.24	9.20	9.36
4	4.26	2.64	3.89	4.34	6.86	4.09	4.20	3.98	4.09
5	.87	.53	1.35	1.81	.26	.86	.80	.69	.77
6	.16	.08	.41	.68	.98	.24	.21	.16	.18
7	.05	.01	.11	.23	.00	.04	.03	.02	.02
8	.00	.00	.02	.07	.10	.01	.00	.00	.00
9	.00	.00	.00	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		18.59	9.29	3.96	2.27	1.82	1.61	3.17	1.82
APE		41.89	39.54	39.20	16.70	4.80	4.67	5.21	3.51

Schedule # 235

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
go.com	4.26	6.60
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	59.36	51.00	57.28	58.98	58.75	58.83	58.88	58.69	58.83
1	21.66	35.18	27.07	25.11	21.92	22.90	22.78	22.87	22.65
2	14.73	11.27	10.45	10.06	16.20	13.63	13.74	13.91	13.94
3	2.67	2.22	3.61	3.82	1.42	3.29	3.34	3.33	3.35
4	1.31	.30	1.14	1.37	1.58	1.09	1.04	1.00	1.02
5	.27	.03	.33	.46	.02	.21	.18	.17	.17
6	.00	.00	.09	.14	.12	.05	.04	.03	.03
7	.00	.00	.02	.04	.00	.01	.00	.00	.00
8	.00	.00	.00	.01	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.57	5.12	1.11	1.50	1.30	1.18	1.65	1.30
APE		45.96	26.99	23.89	8.93	8.12	7.82	7.70	7.09

Schedule # 236

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	41.03	27.32	32.58	39.04	38.84	40.08	40.06	39.44	40.08

1	11.62	37.14	32.86	27.90	2.00	13.30	13.40	13.75	12.87
2	34.64	23.45	20.03	16.48	29.01	34.06	34.23	34.77	34.60
3	8.78	9.11	9.32	8.82	4.91	8.56	8.34	8.28	8.71
4	3.00	2.43	3.59	4.37	6.09	3.30	3.25	3.11	3.11
5	.87	.47	1.18	2.02	.26	.58	.59	.52	.52
6	.05	.07	.34	.86	.81	.11	.13	.10	.10
7	.00	.01	.08	.34	.00	.01	.02	.01	.01
8	.00	.00	.02	.12	.08	.00	.00	.00	.00
9	.00	.00	.00	.04	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		23.25	14.33	3.41	3.71	1.61	1.64	2.70	1.61
APE		64.51	63.90	64.98	38.02	5.32	5.53	5.56	3.19

Schedule # 237

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	27.93	19.31	22.57	24.65	32.92	27.08	27.28	25.45	27.08
1	18.33	33.70	32.00	30.87	15.11	19.72	19.61	20.97	19.50
2	34.70	27.30	24.42	22.80	33.37	34.32	33.94	35.43	34.44
3	10.80	13.61	13.09	12.67	6.10	11.16	11.32	11.01	11.30
4	6.71	4.67	5.44	5.76	1.00	5.93	6.18	5.78	6.06
5	1.04	1.16	1.83	2.23	.52	1.27	1.21	1.01	1.21
6	.44	.22	.51	.74	1.74	.44	.38	.30	.37
7	.05	.03	.12	.21	.01	.07	.05	.04	.05
8	.00	.00	.02	.05	.21	.02	.01	.01	.01
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.96	7.44	4.63	6.92	1.18	0.90	3.44	1.18
APE		38.82	39.49	40.20	20.30	4.41	4.62	6.52	3.93

Schedule # 238

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
weather.com	3.33	5.02
geocities.com	2.92	5.56
overture.com	2.21	3.98
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	16.53	10.93	10.94	10.96	22.44	16.28	17.07	10.89	16.28
1	9.60	26.21	26.21	26.21	12.72	12.22	13.93	19.80	14.39
2	44.57	29.19	29.17	29.16	34.44	41.07	36.62	41.52	38.66
3	16.53	2.00	19.99	19.98	9.67	16.25	15.65	13.03	14.78
4	9.27	9.42	9.42	9.43	15.04	10.52	13.16	11.80	11.97
5	2.29	3.23	3.23	3.24	1.58	2.68	2.83	2.22	2.89
6	.71	.83	.83	.84	3.43	.76	.68	.66	.90
7	.33	.16	.16	.16	.08	.18	.06	.07	.12
8	.16	.02	.02	.02	.54	.04	.00	.01	.02
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.06	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		6.71	6.70	7.27	7.08	0.30	0.65	6.76	0.30
APE		44.30	44.32	44.35	35.94	10.02	21.62	23.73	19.52

Schedule # 239

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
netscape.com	3.79	5.07
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	18.55	11.87	12.95	14.37	25.91	18.10	18.23	14.49	18.10
1	13.64	27.32	27.26	27.10	10.53	15.50	15.73	18.91	16.22
2	38.24	29.20	28.00	26.55	35.43	36.23	35.54	38.61	35.39
3	14.46	19.21	18.56	17.76	7.38	14.43	14.44	13.23	14.11
4	12.27	8.69	8.86	8.99	15.34	13.15	13.34	12.59	13.42
5	2.02	2.86	3.21	3.62	1.12	1.85	1.96	1.56	1.96
6	.71	.70	.91	1.19	3.61	.59	.68	.56	.72
7	.11	.13	.21	.32	.05	.12	.06	.05	.07
8	.00	.02	.04	.07	.57	.03	.01	.01	.01
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.06	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		8.20	6.88	5.24	9.04	0.55	0.39	4.98	0.55
APE		39.21	40.41	41.87	25.24	6.27	7.40	9.66	8.66

Schedule # 240

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
netscape.com	3.79	5.07
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95

excite.com		1.94		2.51					
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	63.94	54.89	61.80	64.27	64.50	63.83	64.06	63.90	63.83
1	18.17	33.64	24.45	21.61	16.86	18.61	18.56	18.69	18.64
2	14.51	9.57	9.07	8.55	16.04	13.85	13.52	13.65	13.82
3	2.29	1.68	3.18	3.43	.86	2.62	2.60	2.56	2.59
4	.87	.20	1.05	1.35	1.61	.96	1.06	1.02	.98
5	.16	.02	.32	.51	.01	.11	.15	.14	.11
6	.05	.00	.09	.18	.11	.02	.04	.04	.03
7	.00	.00	.02	.06	.00	.00	.00	.00	.00
8	.00	.00	.01	.02	.01	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		25.10	5.93	0.69	1.55	0.31	0.33	0.11	0.31
APE		60.68	36.11	32.14	14.50	4.44	5.27	5.07	4.55

Schedule # 241

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
go.com	4.26	6.60
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	31.37	23.48	26.16	29.09	36.95	31.04	31.17	30.16	31.04
1	19.64	35.61	33.80	31.83	16.41	20.07	19.88	20.52	19.64
2	35.19	25.32	23.21	21.15	31.47	34.75	34.76	35.68	35.12
3	8.29	11.20	11.10	10.82	5.16	9.03	9.13	8.99	9.28
4	4.15	3.45	4.10	4.62	8.16	3.99	4.05	3.80	3.98
5	1.15	.79	1.23	1.71	.36	.82	.77	.67	.72
6	.22	.14	.31	.56	1.31	.24	.20	.16	.18
7	.00	.02	.07	.16	.01	.04	.03	.02	.02
8	.00	.00	.01	.04	.15	.01	.01	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.50	7.59	3.44	8.13	0.48	0.29	1.76	0.48
APE		43.58	42.62	44.21	23.52	3.16	2.99	4.34	2.51

Schedule # 242

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05

ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
geocities.com	2.92	5.56
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	27.99	17.94	22.41	23.42	28.27	26.13	26.28	24.57	26.13
1	17.08	32.54	30.54	30.06	18.82	20.05	19.97	20.77	19.22
2	32.73	27.67	23.70	22.92	32.14	31.46	31.24	32.72	31.90
3	12.49	14.64	13.54	13.27	8.46	13.17	13.41	13.62	13.96
4	6.55	5.39	6.25	6.35	9.55	6.49	6.63	6.31	6.56
5	2.51	1.47	2.43	2.62	.85	1.94	1.81	1.53	1.69
6	.44	.30	.82	.94	1.64	.60	.53	.39	.44
7	.22	.05	.24	.30	.03	.13	.10	.07	.08
8	.00	.01	.06	.09	.21	.03	.02	.01	.01
9	.00	.00	.01	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		13.96	7.75	6.43	0.39	2.58	2.37	4.75	2.58
APE		34.98	33.87	34.12	17.55	8.10	8.76	8.69	7.53

Schedule # 243

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
netscape.com	3.79	5.07
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	18.39	11.71	12.54	13.20	23.85	17.84	18.95	13.84	17.84
1	9.93	26.88	26.87	26.83	12.54	11.82	13.27	17.84	13.87
2	43.43	28.91	28.00	27.30	34.29	41.74	36.82	41.03	39.35
3	14.95	19.35	18.82	18.41	9.00	14.55	14.16	12.18	12.93
4	9.27	9.02	9.12	9.18	14.70	10.08	13.28	12.23	12.08
5	2.51	3.11	3.38	3.58	1.47	2.73	2.64	2.08	2.77
6	1.31	.82	.99	1.13	3.43	.92	.78	.70	.96
7	.16	.17	.23	.29	.08	.23	.09	.09	.16
8	.05	.03	.04	.06	.57	.06	.01	.02	.03
9	.00	.00	.01	.01	.00	.01	.00	.00	.00
10	.00	.00	.00	.00	.07	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		8.19	7.17	6.46	6.69	0.67	0.69	5.58	0.67
APE		45.63	46.16	46.54	33.04	6.73	19.02	21.05	16.52

Schedule # 244

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
go.com	4.26	6.60
netscape.com	3.79	5.07
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	33.06	22.75	26.75	29.68	33.46	31.05	31.40	30.72	31.05
1	15.98	35.29	32.70	30.81	20.16	19.37	19.39	19.37	18.81
2	35.19	25.66	22.52	20.54	30.50	34.48	33.74	34.67	34.76
3	9.87	11.61	11.32	10.93	6.63	9.33	9.50	9.70	9.86
4	4.42	3.66	4.57	4.98	7.48	4.27	4.62	4.40	4.39
5	1.25	.85	1.54	2.01	.49	1.12	.99	.87	.87
6	.05	.15	.45	.72	1.13	.31	.29	.23	.22
7	.16	.02	.11	.24	.01	.06	.05	.03	.03
8	.00	.00	.02	.07	.13	.01	.01	.01	.01
9	.00	.00	.00	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		15.40	9.43	4.99	0.60	3.00	2.48	3.50	3.00
APE		47.77	47.43	48.85	25.84	7.90	9.04	7.17	5.96

Schedule # 245

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	39.93	28.56	34.39	38.43	42.61	39.41	39.71	38.76	39.41
1	17.62	37.23	32.37	29.19	16.25	18.52	18.60	19.25	18.43
2	30.55	22.75	19.14	16.95	29.52	30.17	29.44	30.27	30.07
3	7.15	8.65	8.89	8.64	3.78	7.31	7.44	7.28	7.55
4	3.82	2.29	3.50	4.01	6.60	3.53	3.82	3.60	3.65
5	.55	.45	1.21	1.72	.20	.77	.73	.64	.67
6	.33	.07	.37	.68	.95	.23	.23	.19	.19

7	.05	.01	.10	.25	.00	.04	.03	.03	.03
8	.00	.00	.02	.08	.09	.01	.01	.01	.01
9	.00	.00	.01	.03	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	18.93	9.22	2.51	4.46	0.87	0.37	1.95	0.87	
APE	51.34	48.28	47.76	16.10	3.45	4.48	4.20	3.58	

Schedule # 246

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
weather.com	3.33	5.02
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	39.44	24.58	33.31	36.72	37.26	37.35	37.32	37.42	37.35
1	16.58	36.05	29.89	27.57	17.78	19.46	19.22	17.94	17.82
2	25.70	24.78	18.86	16.98	30.62	25.16	25.92	26.52	26.89
3	9.71	10.60	10.01	9.49	5.23	10.31	10.20	11.11	11.04
4	6.38	3.16	4.72	4.94	7.47	5.66	5.48	5.43	5.30
5	1.42	.70	2.02	2.42	.35	1.51	1.36	1.22	1.24
6	.71	.12	.79	1.11	1.15	.45	.41	.31	.31
7	.05	.02	.28	.48	.01	.08	.07	.05	.05
8	.00	.00	.09	.19	.13	.02	.01	.01	.01
9	.00	.00	.03	.07	.00	.00	.00	.00	.00
10	.00	.00	.01	.02	.01	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	24.54	10.12	4.52	3.60	3.45	3.50	3.34	3.45	
APE	42.67	38.23	38.79	22.09	8.49	7.66	8.49	8.97	

Schedule # 247

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	27.39	18.48	21.97	23.44	31.52	26.08	26.40	24.41	26.08
1	17.46	32.91	31.28	30.56	15.42	19.87	19.70	21.06	19.53
2	34.86	27.47	24.34	23.18	33.18	33.54	32.88	34.47	33.43
3	11.35	14.27	13.50	13.15	6.69	11.99	12.34	12.17	12.54
4	6.27	5.16	5.90	6.10	10.34	6.22	6.61	6.20	6.50
5	2.24	1.38	2.13	2.41	.65	1.60	1.52	1.27	1.44
6	.33	.28	.65	.83	1.90	.55	.47	.36	.42
7	.11	.04	.17	.25	.02	.12	.08	.05	.06
8	.00	.01	.04	.07	.25	.03	.02	.01	.01
9	.00	.00	.01	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.27	7.46	5.48	5.69	1.80	1.36	4.10	1.80
APE		38.37	37.74	38.08	21.99	7.33	8.90	8.19	8.08

Schedule # 248

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	monster.com

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	39.88	29.12	31.55	39.19	45.54	40.37	40.48	39.20	40.37
1	12.44	37.35	35.24	29.01	12.84	12.00	12.16	13.55	12.53
2	39.99	22.45	20.91	16.67	30.23	39.23	38.69	39.72	38.67
3	4.96	8.40	8.64	8.46	2.91	5.62	5.64	4.74	5.33
4	2.29	2.19	2.76	3.93	7.14	2.50	2.71	2.48	2.71
5	.38	.42	.71	1.69	.15	.24	.27	.24	.30
6	.05	.06	.15	.68	1.07	.04	.05	.06	.08
7	.00	.01	.03	.25	.00	.00	.00	.01	.01
8	.00	.00	.00	.09	.11	.00	.00	.00	.00
9	.00	.00	.00	.03	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		17.90	13.86	1.18	9.41	0.82	1.00	1.13	0.82
APE		76.60	77.33	78.76	30.66	3.69	4.64	3.24	3.86

Schedule # 249

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05

microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
amazon.com	3.19	5.62
lycos.com	3.11	4.80
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	24.22	14.70	18.96	18.84	26.34	22.49	22.62	19.71	22.49
1	16.86	29.94	28.76	28.80	15.26	19.57	19.44	21.33	18.82
2	31.21	28.59	24.54	24.64	33.65	30.56	30.48	32.71	31.02
3	14.84	16.98	15.27	15.32	8.65	14.96	15.11	15.10	15.58
4	8.95	7.03	7.63	7.62	12.11	8.50	8.57	8.09	8.56
5	2.67	2.15	3.20	3.18	1.10	2.74	2.66	2.24	2.56
6	1.09	.50	1.15	1.13	2.44	.93	.89	.67	.79
7	.11	.09	.36	.35	.05	.20	.18	.12	.15
8	.05	.01	.10	.09	.36	.04	.04	.02	.03
9	.00	.00	.02	.02	.00	.01	.01	.00	.00
10	.00	.00	.00	.00	.04	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.56	6.94	7.22	2.80	2.28	2.11	5.95	2.28
APE		27.62	28.02	27.94	22.06	5.63	5.62	10.53	4.95

Schedule # 250

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	60.39	51.14	58.32	60.42	59.13	59.83	59.99	60.05	59.83
1	20.40	35.02	25.91	23.58	21.32	21.41	21.32	20.99	21.07
2	14.40	11.24	10.19	9.66	16.38	13.84	13.80	14.00	14.28
3	2.89	2.25	3.72	3.91	1.38	3.43	3.38	3.50	3.49
4	1.75	.31	1.28	1.54	1.63	1.23	1.21	1.19	1.12
5	.16	.03	.41	.58	.02	.21	.23	.21	.17
6	.00	.00	.12	.21	.13	.05	.06	.05	.03
7	.00	.00	.03	.07	.00	.01	.01	.01	.00
8	.00	.00	.01	.02	.01	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	23.35	5.23	0.10	3.18	1.41	1.01	0.86	1.41	
APE	50.47	28.86	24.94	12.14	6.92	6.79	5.73	5.20	

Schedule # 251

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	35.62	24.53	30.23	33.14	37.75	34.75	35.03	33.37	34.75
1	18.06	36.03	32.00	29.97	17.03	19.91	20.05	21.38	19.98
2	31.04	24.81	20.73	18.95	30.85	29.77	28.81	30.02	29.75
3	9.11	10.63	10.39	10.04	5.03	9.47	9.76	9.47	9.22
4	4.36	3.17	4.36	4.72	7.66	4.45	4.81	4.48	4.65
5	1.36	.70	1.59	2.01	.33	1.18	1.13	.96	1.20
6	.33	.12	.51	.78	1.19	.37	.34	.27	.36
7	.05	.02	.15	.28	.01	.08	.06	.04	.07
8	.05	.00	.04	.09	.13	.02	.01	.01	.01
9	.00	.00	.01	.03	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	17.23	8.37	3.95	3.31	1.35	0.92	3.49	1.35	
APE	43.27	40.48	41.47	16.50	5.98	8.71	8.28	6.00	

Schedule # 252

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
go.com	4.26	6.60
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	64.65	56.18	63.41	64.57	62.05	63.45	63.47	64.32	63.45
1	20.51	32.99	23.38	22.03	23.49	22.15	22.30	20.52	21.55
2	10.09	9.08	8.60	8.37	11.73	10.18	10.31	10.76	11.06
3	3.38	1.55	3.07	3.19	1.53	3.07	2.87	3.27	3.01
4	1.09	.19	1.05	1.19	1.05	.90	.84	.91	.77
5	.22	.02	.34	.43	.04	.20	.18	.18	.14
6	.05	.00	.11	.15	.10	.04	.04	.03	.02

7	.00	.00	.03	.05	.00	.01	.01	.00	.00
8	.00	.00	.01	.01	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	23.96	3.51	0.42	7.36	3.39	3.34	0.93	3.39	
APE	46.59	13.95	11.03	19.09	6.42	8.01	2.91	7.95	

Schedule # 253

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.13	8.19	8.47	8.26	20.46	11.22	11.88	4.15	11.22
1	9.11	22.18	22.28	22.21	8.99	11.75	12.93	19.79	13.78
2	42.39	28.16	27.85	28.08	34.35	38.48	35.36	41.55	36.96
3	19.26	22.25	21.95	22.18	8.97	18.33	17.66	15.06	16.49
4	13.20	12.24	12.21	12.24	18.57	14.96	16.71	15.10	15.49
5	2.84	4.97	5.08	5.00	2.03	3.75	4.09	3.11	4.21
6	1.69	1.54	1.64	1.57	5.28	1.19	1.21	1.07	1.53
7	.22	.37	.42	.38	.16	.24	.14	.14	.26
8	.16	.07	.08	.07	1.03	.06	.01	.03	.05
9	.00	.01	.01	.01	.00	.01	.00	.00	.01
10	.00	.00	.00	.00	.14	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.31	2.99	3.31	10.50	0.10	0.84	7.85	0.10
APE		38.01	38.22	38.07	32.97	12.13	20.16	21.06	18.96

Schedule # 254

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
real.com	2.07	3.60
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	66.50	57.15	64.62	66.25	65.24	65.36	65.47	65.98	65.36
1	17.79	32.54	22.58	20.70	18.98	19.85	19.80	18.74	19.45
2	11.57	8.68	8.27	7.94	13.19	10.78	10.85	11.08	11.33
3	2.78	1.44	2.99	3.14	1.08	2.78	2.71	3.01	2.80
4	1.15	.17	1.04	1.23	1.35	.96	.93	.96	.86
5	.16	.01	.35	.47	.02	.20	.19	.19	.16
6	.05	.00	.11	.17	.13	.05	.05	.04	.03
7	.00	.00	.03	.06	.00	.01	.01	.01	.00
8	.00	.00	.01	.02	.01	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		27.91	5.61	0.84	3.76	3.40	3.07	1.55	3.40
APE		60.18	25.97	22.39	14.75	9.22	9.13	5.70	6.66

Schedule # 255

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
weather.com	3.33	5.02
lycos.com	3.11	4.80
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	31.26	18.33	25.83	27.59	31.61	29.61	29.62	27.81	29.61
1	17.68	32.81	29.22	28.31	15.03	20.10	19.90	20.69	19.00
2	27.00	27.52	21.39	20.23	33.36	26.54	26.87	28.43	27.51
3	12.60	14.37	12.57	12.11	6.58	12.54	12.62	12.91	13.10
4	7.42	5.22	6.36	6.43	10.52	7.50	7.46	7.23	7.50
5	2.78	1.40	2.86	3.10	.64	2.47	2.38	2.08	2.31
6	.98	.29	1.16	1.37	1.95	.95	.89	.69	.78
7	.22	.05	.42	.55	.02	.22	.20	.13	.16
8	.05	.01	.14	.20	.26	.06	.05	.03	.04
9	.00	.00	.04	.07	.00	.01	.01	.00	.01
10	.00	.00	.01	.02	.02	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		18.81	7.90	5.46	0.51	2.40	2.39	5.02	2.40
APE		31.86	27.41	29.34	31.52	4.92	4.26	8.79	4.60

Schedule # 256

Site	Avg. Aud. (%)	Cume (%)
windowsmedia.com	3.46	5.84

weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
overture.com	2.21	3.98
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	70.49	63.77	69.19	70.65	69.17	70.20	70.26	70.26	70.20
1	17.79	29.10	21.26	19.41	19.44	18.42	18.37	18.27	18.29
2	9.49	6.22	6.68	6.53	10.07	8.94	8.94	9.02	9.11
3	1.47	.83	2.04	2.26	.60	1.82	1.83	1.86	1.84
4	.65	.08	.60	.77	.68	.52	.50	.49	.47
5	.11	.01	.17	.26	.00	.08	.08	.08	.07
6	.00	.00	.04	.08	.04	.02	.02	.01	.01
7	.00	.00	.01	.02	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.77	4.41	0.68	4.47	0.98	0.78	0.78	0.98
APE		53.85	23.75	19.48	11.11	5.79	5.73	5.22	5.02

Schedule # 257

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	64.87	57.50	63.13	64.45	64.66	64.34	64.46	64.31	64.34
1	19.91	32.38	24.62	23.00	19.81	21.22	21.09	21.21	21.17
2	12.00	8.55	8.46	8.26	13.41	11.15	11.14	11.23	11.23
3	2.51	1.40	2.69	2.88	.89	2.46	2.46	2.44	2.45
4	.65	.16	.80	.97	1.14	.71	.71	.68	.69
5	.00	.01	.22	.31	.01	.11	.12	.11	.11
6	.05	.00	.06	.09	.08	.02	.02	.02	.02
7	.00	.00	.01	.03	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.98	4.95	1.28	0.60	1.51	1.17	1.59	1.51
APE		50.04	25.11	22.52	10.42	6.86	6.55	6.58	6.46

Schedule # 258

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	61.81	53.99	60.39	61.78	60.86	61.24	61.29	61.53	61.24
1	21.71	33.93	25.48	23.86	22.21	22.63	22.69	22.03	22.41
2	12.33	9.99	9.43	9.15	14.21	11.92	11.95	12.20	12.22
3	2.78	1.83	3.23	3.40	1.30	3.11	2.97	3.15	3.10
4	1.15	.23	1.03	1.21	1.29	.91	.89	.89	.85
5	.16	.02	.31	.41	.02	.16	.17	.16	.14
6	.05	.00	.09	.13	.10	.03	.04	.03	.03
7	.00	.00	.02	.04	.00	.00	.00	.00	.00
8	.00	.00	.01	.01	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.48	3.72	0.18	2.49	1.49	1.36	0.73	1.49
APE		43.52	19.53	16.73	11.00	5.03	4.79	2.88	3.85

Schedule # 259

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
weather.com	3.33	5.02
amazon.com	3.19	5.62
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	36.28	23.94	30.24	33.39	36.61	34.88	34.76	33.56	34.88
1	17.84	35.80	31.46	29.33	17.72	20.24	20.13	20.80	19.61
2	27.93	25.10	20.55	18.64	30.81	27.27	28.00	28.97	28.04
3	10.64	10.95	10.56	10.12	5.43	10.52	10.29	10.35	10.72
4	5.89	3.33	4.60	4.93	7.70	5.49	5.20	4.97	5.25
5	.98	.75	1.76	2.19	.38	1.20	1.20	1.03	1.14
6	.38	.13	.60	.90	1.21	.34	.35	.27	.30

7	.05	.02	.18	.34	.01	.05	.06	.04	.04
8	.00	.00	.05	.12	.14	.01	.01	.01	.01
9	.00	.00	.01	.04	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	19.37	9.48	4.55	0.52	2.20	2.39	4.27	2.20	
APE	37.93	36.97	38.37	18.27	6.04	5.76	8.46	4.49	

Schedule # 260

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
mcafee.com	3.00	3.71
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	16.53	8.54	11.19	9.97	20.89	15.09	15.46	10.39	15.09
1	11.18	22.72	23.28	23.09	9.17	14.42	14.61	18.01	14.73
2	33.01	28.32	25.61	26.79	34.59	31.38	30.23	34.20	31.09
3	17.40	21.97	19.58	20.61	8.86	16.69	16.68	16.38	16.26
4	14.24	11.87	11.55	11.72	18.27	14.76	15.60	15.08	15.20
5	5.02	4.73	5.53	5.22	1.91	4.84	4.71	3.87	4.84
6	2.02	1.44	2.22	1.88	5.07	2.28	2.19	1.73	2.24
7	.38	.34	.75	.56	.14	.40	.39	.26	.40
8	.16	.06	.22	.14	.96	.12	.11	.07	.11
9	.05	.01	.05	.03	.00	.01	.01	.01	.01
10	.00	.00	.01	.00	.12	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	9.57	6.40	7.92	5.22	1.73	1.28	7.36	1.73	
APE	29.02	30.57	29.26	28.20	7.95	10.63	13.86	9.68	

Schedule # 261

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
go.com	4.26	6.60
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	59.57	49.01	57.51	59.76	59.51	59.15	59.25	59.49	59.15
1	20.35	35.74	25.39	23.02	18.32	20.63	20.50	19.80	20.17
2	13.91	12.22	10.54	9.90	18.17	14.32	14.46	14.71	14.87
3	3.82	2.60	4.16	4.29	1.45	3.77	3.76	4.01	3.91
4	1.64	.38	1.56	1.82	2.27	1.63	1.59	1.58	1.52
5	.71	.04	.56	.75	.03	.36	.33	.31	.29
6	.00	.00	.19	.30	.22	.11	.10	.08	.08
7	.00	.00	.06	.11	.00	.02	.02	.01	.01
8	.00	.00	.02	.04	.02	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		26.12	5.10	0.25	0.15	1.04	0.79	0.20	1.04
APE		50.04	22.88	19.37	25.25	3.04	3.24	5.17	4.60

Schedule # 262

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	36.06	23.74	29.92	33.25	37.50	34.79	34.68	33.30	34.79
1	17.46	35.72	31.50	29.27	16.11	19.82	19.68	20.55	19.23
2	28.53	25.19	20.69	18.67	31.41	27.95	28.61	29.74	28.62
3	11.07	11.06	10.65	10.18	4.99	10.12	9.98	9.91	10.37
4	5.18	3.38	4.63	4.98	8.15	5.66	5.39	5.11	5.45
5	1.09	.76	1.76	2.23	.35	1.19	1.20	1.03	1.14
6	.60	.13	.60	.92	1.32	.40	.39	.30	.34
7	.00	.02	.18	.35	.01	.06	.06	.04	.05
8	.00	.00	.05	.12	.15	.01	.01	.01	.01
9	.00	.00	.01	.04	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.27	9.60	4.41	2.25	1.99	2.16	4.32	1.99
APE		37.89	37.16	38.69	23.32	7.41	6.24	9.29	5.00

Schedule # 263

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05

microsoft.com	14.51	21.22
go.com	4.26	6.60
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	26.19	17.83	20.90	21.87	30.15	25.10	25.25	22.73	25.10
1	17.84	32.46	31.14	30.69	16.11	20.12	20.02	22.06	19.84
2	34.32	27.70	24.88	24.08	33.08	32.88	32.77	34.52	33.12
3	12.77	14.71	13.96	13.70	7.30	13.03	13.06	12.67	13.16
4	6.44	5.44	6.09	6.23	10.41	6.59	6.70	6.23	6.64
5	1.85	1.48	2.17	2.37	.74	1.66	1.63	1.35	1.60
6	.55	.31	.65	.77	1.91	.51	.47	.36	.45
7	.05	.05	.17	.22	.03	.09	.08	.05	.08
8	.00	.01	.04	.05	.25	.02	.02	.01	.01
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.33	7.17	5.97	5.37	1.48	1.27	4.69	1.48
APE		33.60	33.69	34.14	20.55	5.99	6.27	7.36	5.66

Schedule # 264

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
geocities.com	2.92	5.56
overture.com	2.21	3.98
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	16.42	10.36	11.15	10.40	21.60	16.05	16.97	10.72	16.05
1	9.60	25.24	25.32	25.24	12.43	12.19	13.86	19.50	13.69
2	42.23	28.81	27.93	28.77	33.92	38.94	34.37	39.12	37.02
3	17.18	20.46	19.85	20.43	10.03	16.96	16.17	14.16	15.89
4	9.98	10.12	10.17	10.13	15.55	10.93	13.81	12.62	12.48
5	2.67	3.70	3.97	3.71	1.84	3.40	3.61	2.85	3.48
6	1.20	1.03	1.23	1.04	3.78	1.15	1.04	.89	1.15
7	.44	.22	.30	.23	.12	.30	.14	.13	.20
8	.27	.04	.06	.04	.65	.07	.02	.02	.04
9	.00	.01	.01	.01	.00	.01	.00	.00	.00
10	.00	.00	.00	.00	.08	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		7.25	6.31	7.63	6.20	0.44	0.66	6.82	0.44
APE		40.85	41.36	40.86	33.57	9.79	22.27	23.59	17.25

Schedule # 265

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
go.com	4.26	6.60
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	60.07	52.09	58.26	59.85	59.85	59.71	59.74	59.55	59.71
1	21.99	34.67	26.67	24.82	21.38	22.63	22.71	22.81	22.51
2	13.53	10.82	10.10	9.75	15.77	13.19	13.10	13.27	13.37
3	3.11	2.10	3.45	3.65	1.33	3.26	3.21	3.20	3.24
4	1.09	.28	1.09	1.30	1.53	.99	1.01	.97	.97
5	.16	.03	.32	.44	.02	.18	.18	.17	.17
6	.05	.00	.09	.14	.12	.04	.04	.03	.03
7	.00	.00	.02	.04	.00	.01	.01	.00	.00
8	.00	.00	.00	.01	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.98	4.53	0.75	0.55	0.90	0.83	1.30	0.90
APE		43.55	21.71	19.48	13.25	3.18	3.43	3.31	2.40

Schedule # 266

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	73.21	65.75	71.54	73.47	72.87	73.07	73.24	73.17	73.07
1	14.84	27.93	19.52	17.14	15.05	15.14	15.10	15.14	15.22
2	9.93	5.56	6.13	5.91	10.84	9.72	9.47	9.52	9.63
3	1.47	.69	1.95	2.19	.39	1.55	1.58	1.57	1.51
4	.49	.06	.60	.82	.79	.45	.53	.52	.49
5	.05	.00	.18	.30	.00	.05	.07	.07	.06
6	.00	.00	.05	.11	.04	.01	.02	.02	.01

7	.00	.00	.01	.04	.00	.00	.00	.00	.00
8	.00	.00	.00	.01	.00	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	27.85	6.23	0.90	1.27	0.52	0.11	0.15	0.52	
APE	69.88	34.57	29.04	9.67	2.39	3.40	3.28	2.76	

Schedule # 267

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	57.67	49.45	55.59	57.24	57.48	57.33	57.42	57.01	57.33
1	22.37	35.60	27.85	25.98	21.94	23.33	23.14	23.60	23.24
2	15.49	12.02	11.00	10.59	17.08	14.29	14.38	14.51	14.36
3	2.67	2.52	3.84	4.04	1.57	3.56	3.63	3.53	3.66
4	1.47	.37	1.23	1.45	1.76	1.21	1.16	1.11	1.16
5	.33	.04	.36	.49	.03	.22	.21	.19	.21
6	.00	.00	.10	.16	.14	.05	.05	.04	.04
7	.00	.00	.02	.05	.00	.01	.01	.01	.01
8	.00	.00	.01	.01	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	19.42	4.91	0.90	0.45	0.80	0.59	1.56	0.80	
APE	43.09	27.26	24.29	9.12	8.22	7.87	8.55	8.20	

Schedule # 268

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	12.77	7.53	8.81	7.68	19.92	12.72	13.65	5.31	12.72
1	9.33	21.14	21.63	21.20	7.99	11.47	12.98	19.60	13.20
2	38.08	27.81	26.47	27.65	34.47	34.82	30.92	37.43	33.47
3	18.66	22.77	21.37	22.60	8.61	18.75	17.72	16.19	17.11
4	13.64	12.98	12.72	12.95	19.61	14.07	16.09	14.67	14.68
5	4.36	5.47	5.90	5.52	2.07	5.11	5.67	4.38	5.44
6	1.85	1.76	2.21	1.81	5.83	2.13	2.35	1.91	2.50
7	.82	.44	.68	.47	.17	.65	.49	.39	.64
8	.38	.09	.17	.10	1.17	.21	.11	.11	.19
9	.05	.01	.04	.02	.01	.05	.01	.01	.03
10	.05	.00	.01	.00	.16	.01	.00	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		6.01	4.54	6.01	8.20	0.06	1.01	8.55	0.06
APE		33.03	34.21	33.06	33.06	8.40	19.14	17.53	15.17

Schedule # 269

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
msnbc.com	2.37	3.93
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	14.02	9.49	9.62	9.51	22.69	14.39	15.23	7.92	14.39
1	10.58	24.08	24.10	24.08	9.33	12.05	13.49	19.90	14.47
2	42.28	28.63	28.49	28.61	34.89	38.61	34.64	40.64	37.42
3	16.26	21.19	21.07	21.17	8.17	17.39	16.67	14.24	14.24
4	11.62	10.92	10.92	10.92	17.47	12.37	14.68	13.03	13.13
5	3.38	4.16	4.20	4.16	1.62	3.54	3.87	2.95	4.20
6	1.42	1.21	1.24	1.21	4.72	1.28	1.26	1.13	1.71
7	.33	.27	.29	.28	.11	.29	.16	.16	.35
8	.11	.05	.05	.05	.88	.07	.02	.04	.08
9	.00	.01	.01	.01	.00	.01	.00	.00	.01
10	.00	.00	.00	.00	.11	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		5.27	5.12	7.75	10.08	0.43	1.41	7.09	0.43
APE		39.43	39.46	39.42	33.44	8.62	17.36	17.85	15.64

Schedule # 270

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05

aol.com	44.33	47.63
msn.com	38.16	45.17
go.com	4.26	6.60
weather.com	3.33	5.02
lycos.com	3.11	4.80
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	3.00	4.01	4.25	4.18	14.83	4.99	5.42	2.64	4.99
1	3.93	14.29	14.55	14.47	4.69	7.28	8.76	11.99	10.63
2	41.24	23.86	23.68	23.73	31.77	31.39	29.60	31.62	32.07
3	21.49	24.79	24.35	24.47	8.10	20.02	18.83	18.27	16.48
4	18.17	17.94	17.69	17.75	24.53	25.23	24.71	23.06	21.19
5	7.26	9.58	9.62	9.61	3.14	7.36	7.89	6.60	7.54
6	3.44	3.91	4.06	4.02	9.61	2.92	4.26	4.91	5.58
7	1.04	1.24	1.35	1.32	.41	.60	.52	.66	1.09
8	.33	.31	.36	.35	2.43	.16	.05	.22	.38
9	.11	.06	.08	.07	.02	.04	-.01	.02	.05
10	.00	.01	.01	.01	.42	.01	-.01	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.05	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.04	1.29	1.04	12.20	2.05	2.49	0.37	2.05
APE		35.40	35.96	35.80	44.91	23.75	28.92	29.38	27.31

Schedule # 271

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
go.com	4.26	6.60
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	37.86	26.44	29.88	36.29	38.40	37.69	37.88	36.42	37.69
1	12.93	36.68	34.00	29.22	19.13	13.46	13.74	15.17	14.05
2	37.75	23.85	21.45	17.65	29.49	37.24	36.20	37.37	36.46
3	7.47	9.65	9.75	9.27	5.03	7.68	7.94	7.21	7.53
4	3.38	2.72	3.52	4.41	6.60	3.19	3.53	3.23	3.48
5	.44	.57	1.06	1.93	.30	.58	.56	.48	.61
6	.11	.09	.27	.78	.95	.14	.13	.12	.15
7	.05	.01	.06	.29	.01	.02	.01	.01	.02
8	.00	.00	.01	.10	.10	.00	.00	.00	.00
9	.00	.00	.00	.03	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		18.38	12.84	2.53	0.87	0.27	0.03	2.32	0.27
APE		65.47	65.32	67.20	34.20	2.64	5.09	5.02	4.52

Schedule # 272

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
go.com	4.26	6.60
weather.com	3.33	5.02
msnbc.com	2.37	3.93
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	61.97	53.93	60.32	61.58	61.02	61.22	61.28	61.51	61.22
1	21.33	33.95	25.53	24.04	21.68	22.64	22.59	21.95	22.40
2	12.38	10.02	9.46	9.20	14.66	11.96	12.06	12.31	12.30
3	3.11	1.84	3.24	3.39	1.20	3.00	2.97	3.14	3.01
4	.87	.24	1.04	1.20	1.32	.94	.90	.90	.88
5	.33	.02	.31	.40	.02	.19	.17	.16	.16
6	.00	.00	.09	.13	.10	.04	.03	.03	.03
7	.00	.00	.02	.04	.00	.01	.00	.00	.00
8	.00	.00	.01	.01	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.14	4.34	1.16	2.50	1.97	1.81	1.21	1.97
APE		45.20	19.88	17.75	14.23	5.52	5.10	2.50	3.84

Schedule # 273

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
lycos.com	3.11	4.80
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.42	2.39	2.59	2.45	10.53	3.32	3.75	1.79	3.32
1	2.51	10.05	10.38	10.16	3.84	5.83	7.49	9.60	9.17
2	32.62	19.81	19.79	19.81	27.66	23.96	22.52	24.07	25.66
3	22.26	24.30	23.86	24.16	9.24	20.93	19.60	19.86	17.32
4	22.15	20.76	20.35	20.63	26.36	25.16	24.14	22.99	20.72
5	9.33	13.10	13.01	13.07	4.98	12.26	12.41	11.03	11.48
6	6.38	6.31	6.45	6.36	12.14	6.12	7.46	7.37	7.95

7	2.18	2.37	2.53	2.42	.91	1.77	2.07	2.24	2.88
8	.82	.70	.79	.73	3.48	.51	.53	.86	1.16
9	.16	.16	.20	.17	.06	.12	.04	.16	.26
10	.16	.03	.04	.03	.69	.03	-.01	.04	.06
11	.00	.00	.01	.00	.00	.00	.00	.00	.01
12	.00	.00	.00	.00	.09	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		0.98	1.19	0.98	9.24	1.93	2.36	0.38	1.93
APE		28.46	28.81	28.51	38.84	20.69	24.93	22.10	25.32

Schedule # 274

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
go.com	4.26	6.60
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	59.25	50.01	57.64	59.07	56.59	58.30	58.31	58.77	58.30
1	21.71	35.42	25.91	24.35	24.76	23.08	23.46	22.33	22.81
2	13.26	11.76	10.45	10.07	14.96	13.07	12.88	13.24	13.46
3	4.15	2.43	3.94	4.06	1.98	4.00	3.76	4.07	3.97
4	1.20	.35	1.40	1.57	1.49	1.22	1.24	1.27	1.18
5	.33	.04	.47	.58	.05	.27	.28	.27	.23
6	.05	.00	.15	.21	.14	.05	.06	.06	.04
7	.05	.00	.04	.07	.00	.01	.01	.01	.01
8	.00	.00	.01	.02	.01	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.67	3.95	0.52	6.53	2.33	2.31	1.18	2.33
APE		44.59	18.85	16.56	18.75	4.49	6.53	2.21	4.05

Schedule # 275

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	55.05	43.63	52.99	54.59	54.01	53.75	53.78	54.37	53.75
1	21.77	37.14	26.60	25.02	21.13	23.76	23.63	22.12	22.80
2	14.62	14.82	12.05	11.50	19.13	14.42	14.87	15.32	15.56
3	5.89	3.68	5.12	5.16	2.46	5.13	5.02	5.50	5.39
4	1.80	.64	2.06	2.23	2.79	2.15	2.00	2.04	1.93
5	.44	.08	.78	.93	.09	.58	.52	.50	.44
6	.33	.01	.28	.37	.35	.17	.15	.12	.11
7	.11	.00	.09	.14	.00	.03	.03	.02	.02
8	.00	.00	.03	.05	.04	.01	.01	.00	.00
9	.00	.00	.01	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		25.41	4.58	1.07	2.31	2.89	2.83	1.51	2.89
APE		43.89	19.76	18.15	22.45	8.21	7.85	4.54	6.47

Schedule # 276

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	63.61	55.47	62.16	63.09	62.67	62.49	62.55	63.04	62.49
1	20.84	33.30	24.40	23.30	21.31	22.68	22.71	21.60	22.25
2	10.80	9.37	8.92	8.74	13.27	10.71	10.80	11.14	11.32
3	3.87	1.64	3.08	3.20	1.30	3.00	2.88	3.15	2.99
4	.65	.20	1.01	1.13	1.29	.89	.84	.87	.78
5	.11	.02	.31	.38	.03	.19	.17	.17	.14
6	.11	.00	.09	.12	.12	.04	.04	.03	.02
7	.00	.00	.02	.04	.00	.01	.01	.00	.00
8	.00	.00	.01	.01	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.37	3.98	1.51	2.58	3.08	2.91	1.57	3.08
APE		46.08	18.80	16.49	17.18	8.79	8.77	5.99	8.41

Schedule # 277

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05

msn.com	38.16	45.17
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	15.38	7.85	10.63	7.93	19.41	14.18	14.53	8.62	14.18
1	12.11	21.65	22.43	21.68	9.25	14.49	14.70	18.84	14.48
2	30.88	27.99	25.21	27.90	34.08	30.03	28.87	33.00	29.55
3	18.39	22.52	19.82	22.43	9.62	17.69	17.62	17.49	17.80
4	14.78	12.62	12.10	12.61	18.74	14.79	15.60	15.15	15.49
5	5.07	5.22	6.03	5.26	2.23	5.49	5.56	4.58	5.49
6	2.24	1.65	2.52	1.68	5.31	2.46	2.40	1.85	2.32
7	.93	.41	.90	.42	.17	.63	.55	.36	.52
8	.11	.08	.27	.08	1.03	.19	.15	.09	.14
9	.11	.01	.07	.01	.01	.03	.02	.01	.02
10	.00	.00	.02	.00	.14	.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		8.90	5.61	8.82	4.76	1.42	1.00	7.99	1.42
APE		23.77	25.51	23.81	31.47	5.97	8.69	13.81	7.13

Schedule # 278

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
ebay.com	13.12	19.86
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.40	7.15	7.40	7.25	17.24	10.95	11.77	3.89	10.95
1	7.58	20.50	20.63	20.56	10.13	11.14	12.76	19.28	14.08
2	41.68	27.57	27.30	27.45	32.88	35.57	31.69	37.54	32.63
3	17.35	23.06	22.76	22.93	11.30	19.43	18.40	16.81	17.16
4	13.42	13.44	13.38	13.41	18.74	15.30	17.43	16.21	16.81
5	5.78	5.78	5.88	5.82	2.87	5.10	5.60	4.39	5.70
6	2.18	1.90	2.00	1.94	5.36	1.82	1.94	1.57	2.15
7	.33	.49	.53	.51	.25	.53	.34	.26	.42
8	.22	.10	.11	.10	1.06	.13	.06	.05	.09
9	.05	.02	.02	.02	.01	.02	.01	.01	.01
10	.00	.00	.00	.00	.15	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.80	4.51	4.80	6.59	0.51	0.42	8.48	0.51
APE		37.64	37.81	37.71	33.78	16.92	23.54	24.21	22.01

Schedule # 279

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
geocities.com	2.92	5.56
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.78	7.69	8.34	7.81	17.98	12.34	13.16	4.35	12.34
1	9.71	21.39	21.65	21.44	10.60	11.59	13.44	20.79	15.25
2	40.43	27.90	27.20	27.77	33.14	35.05	31.08	37.73	31.66
3	17.84	22.65	21.93	22.51	11.14	19.69	18.44	16.62	17.16
4	12.82	12.80	12.69	12.78	18.13	13.85	15.81	14.15	14.94
5	4.20	5.34	5.58	5.39	2.66	4.94	5.58	4.28	5.58
6	2.07	1.70	1.93	1.75	5.02	1.86	2.04	1.67	2.34
7	.93	.42	.54	.44	.22	.51	.39	.32	.57
8	.22	.08	.12	.09	.97	.14	.06	.07	.14
9	.00	.01	.02	.01	.01	.03	.00	.01	.02
10	.00	.00	.00	.00	.13	.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.64	3.90	4.64	7.03	0.63	1.56	8.42	0.63
APE		35.38	35.62	35.41	29.80	13.18	21.29	19.93	21.79

Schedule # 280

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
cnn.com	2.59	4.31
real.com	2.07	3.60
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	54.83	44.95	52.14	53.50	53.81	53.37	53.51	53.44	53.37
1	21.93	36.86	28.39	26.96	22.21	24.60	24.50	24.22	24.36
2	16.09	14.17	12.29	11.87	19.31	15.39	15.35	15.65	15.69
3	5.07	3.39	4.73	4.84	2.08	4.58	4.61	4.74	4.61
4	1.75	.56	1.67	1.85	2.32	1.58	1.59	1.56	1.55
5	.27	.07	.54	.66	.05	.37	.34	.31	.34
6	.05	.01	.16	.22	.22	.09	.08	.07	.07

7	.00	.00	.05	.07	.00	.02	.01	.01	.01
8	.00	.00	.01	.02	.01	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	21.87	5.96	3.10	2.26	3.23	2.92	3.08	3.23	
APE	44.19	24.62	22.67	16.52	9.28	8.94	7.35	7.95	

Schedule # 281

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	29.95	17.34	24.85	26.36	30.65	28.59	28.63	26.50	28.59
1	17.68	31.91	28.73	28.02	14.44	19.77	19.59	20.56	18.56
2	27.22	27.73	21.50	20.49	33.51	26.45	26.73	28.48	27.50
3	12.98	15.12	12.94	12.51	6.84	12.88	12.93	13.25	13.47
4	7.15	5.80	6.74	6.77	11.20	7.98	7.97	7.75	8.02
5	3.27	1.66	3.14	3.34	.75	2.79	2.71	2.37	2.60
6	1.42	.37	1.33	1.51	2.21	1.15	1.09	.85	.96
7	.22	.06	.51	.63	.03	.29	.27	.18	.22
8	.11	.01	.18	.25	.32	.09	.08	.05	.06
9	.00	.00	.06	.09	.00	.02	.01	.01	.01
10	.00	.00	.02	.03	.03	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	18.00	7.28	5.25	1.00	1.94	1.88	4.93	1.94	
APE	30.19	25.52	26.78	33.49	6.64	6.07	9.41	5.30	

Schedule # 282

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
geocities.com	2.92	5.56
cnn.com	2.59	4.31

earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	23.51	15.94	17.97	19.08	26.84	23.59	24.01	19.04	23.59
1	15.22	30.82	30.19	29.81	16.83	16.66	17.63	22.45	18.48
2	38.30	28.13	26.13	25.14	32.86	34.90	32.37	35.75	32.59
3	13.20	16.12	15.39	15.00	8.80	15.07	15.08	13.45	14.49
4	6.76	6.49	6.88	7.03	11.07	7.00	8.05	7.00	7.80
5	2.18	1.95	2.47	2.72	1.07	2.02	2.17	1.72	2.21
6	.60	.45	.73	.89	2.14	.59	.59	.49	.67
7	.16	.08	.18	.25	.05	.14	.09	.08	.13
8	.05	.01	.04	.06	.31	.03	.01	.02	.03
9	.00	.00	.01	.01	.00	.01	.00	.00	.00
10	.00	.00	.00	.00	.03	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.90	7.24	5.88	4.35	0.10	0.65	5.84	0.10
APE		38.51	39.10	40.21	24.59	9.37	15.22	14.32	14.97

Schedule # 283

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	62.25	51.98	60.15	61.69	58.63	60.56	60.58	61.26	60.56
1	19.59	34.64	24.39	22.71	24.09	22.09	22.44	20.97	21.57
2	11.89	10.90	9.67	9.27	13.72	11.96	11.80	12.15	12.66
3	4.53	2.15	3.71	3.82	1.93	3.79	3.58	3.97	3.81
4	1.47	.30	1.37	1.55	1.40	1.21	1.22	1.28	1.12
5	.22	.03	.48	.61	.06	.30	.30	.30	.23
6	.05	.00	.16	.23	.15	.07	.07	.07	.04
7	.00	.00	.05	.08	.00	.01	.01	.01	.01
8	.00	.00	.02	.03	.02	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00

16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	27.21	5.56	1.70	9.59	4.48	4.42	2.62	4.48	
APE	52.53	22.20	19.13	24.58	9.75	11.26	6.62	10.20	

Schedule # 284

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	27.39	16.70	21.02	21.42	26.90	24.64	24.83	22.57	24.64
1	15.60	31.43	29.83	29.66	18.22	19.82	19.71	21.04	19.03
2	31.31	27.92	24.00	23.68	32.29	31.21	30.91	32.66	31.76
3	15.06	15.57	14.20	14.08	9.02	13.82	14.03	14.17	14.31
4	7.58	6.10	6.80	6.84	10.29	7.21	7.46	7.10	7.38
5	1.91	1.79	2.76	2.84	1.04	2.28	2.19	1.84	2.09
6	.98	.40	.98	1.03	1.89	.77	.68	.51	.62
7	.16	.07	.30	.33	.04	.19	.14	.09	.13
8	.00	.01	.08	.09	.27	.05	.03	.02	.03
9	.00	.00	.02	.02	.00	.01	.00	.00	.00
10	.00	.00	.00	.01	.03	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		14.72	8.77	8.32	0.67	3.79	3.53	6.64	3.79
APE		30.31	33.43	33.99	20.04	9.09	8.66	12.11	7.48

Schedule # 285

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	57.23	46.69	55.21	56.92	54.03	55.88	56.02	56.46	55.88
1	21.17	36.32	26.30	24.53	24.78	23.30	23.45	22.27	22.89

2	14.73	13.35	11.27	10.75	16.56	14.06	13.91	14.30	14.58
3	4.31	3.08	4.54	4.62	2.44	4.60	4.44	4.79	4.64
4	1.91	.50	1.73	1.93	1.90	1.60	1.64	1.66	1.56
5	.55	.06	.63	.78	.08	.42	.41	.40	.36
6	.11	.01	.22	.30	.20	.11	.11	.09	.08
7	.00	.00	.07	.11	.00	.02	.02	.02	.01
8	.00	.00	.02	.04	.02	.00	.00	.00	.00
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		24.64	4.72	0.94	7.48	3.16	2.83	1.80	3.16
APE		46.20	21.72	19.29	18.47	8.30	8.56	5.73	6.50

Schedule # 286

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
cnn.com	2.59	4.31
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	16.37	8.32	11.04	9.07	20.06	14.69	15.13	9.82	14.69
1	11.18	22.18	22.86	22.43	9.51	14.65	14.75	18.33	14.66
2	32.35	27.93	25.24	27.12	33.93	30.29	28.96	32.76	30.16
3	17.02	22.07	19.54	21.29	9.45	17.27	17.29	17.28	16.86
4	14.35	12.26	11.78	12.15	18.27	14.46	15.55	15.18	15.19
5	5.46	5.09	5.84	5.35	2.18	5.39	5.35	4.44	5.46
6	2.51	1.63	2.45	1.88	5.21	2.50	2.33	1.79	2.33
7	.65	.41	.88	.54	.18	.56	.48	.31	.49
8	.00	.08	.28	.13	1.04	.16	.13	.07	.13
9	.11	.01	.08	.03	.01	.02	.02	.01	.02
10	.00	.00	.02	.00	.15	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.63	6.37	8.65	4.41	2.01	1.48	7.83	2.01
APE		28.97	29.75	28.71	26.89	7.55	10.89	13.03	8.65

Schedule # 287

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	24.11	14.88	19.62	19.38	24.99	22.89	23.07	20.27	22.89
1	16.80	29.91	28.58	28.66	17.23	19.45	19.46	21.03	18.54
2	33.22	28.38	23.98	24.17	32.71	30.42	29.89	32.09	30.65
3	13.48	16.90	14.97	15.06	9.72	14.77	15.10	15.33	15.81
4	7.53	7.07	7.64	7.63	11.41	8.08	8.40	7.99	8.42
5	2.84	2.21	3.33	3.29	1.28	2.97	2.81	2.38	2.65
6	1.47	.53	1.27	1.23	2.23	1.06	.97	.73	.82
7	.49	.10	.43	.41	.06	.27	.23	.15	.18
8	.00	.02	.13	.12	.33	.07	.06	.03	.04
9	.05	.00	.03	.03	.00	.01	.01	.00	.01
10	.00	.00	.01	.01	.04	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.16	5.92	6.35	1.16	1.61	1.37	5.06	1.61
APE		31.44	31.01	30.98	15.48	10.75	12.35	12.24	11.54

Schedule # 288

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
netscape.com	3.79	5.07
amazon.com	3.19	5.62
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	2.78	4.08	4.32	4.24	14.43	4.77	5.09	2.44	4.77
1	3.71	14.29	14.55	14.46	5.16	7.23	8.68	11.97	10.49
2	40.75	23.62	23.46	23.51	31.10	31.00	29.47	31.23	30.19
3	21.77	24.50	24.07	24.21	8.82	20.19	19.06	18.58	17.85
4	19.20	17.86	17.61	17.69	23.99	25.36	24.82	23.16	23.03
5	6.87	9.73	9.75	9.74	3.51	7.69	8.08	6.73	7.24
6	3.60	4.10	4.24	4.19	9.46	3.08	4.24	4.94	5.12
7	.76	1.37	1.48	1.44	.50	.60	.53	.70	.96
8	.55	.37	.42	.40	2.47	.09	.04	.23	.30

9	.00	.08	.10	.09	.03	.01	-.01	.02	.04
10	.00	.01	.02	.02	.46	.00	-.01	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.06	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.34	1.58	1.34	11.98	2.05	2.38	0.35	2.05
APE		37.05	37.55	37.38	41.97	23.64	27.97	27.58	28.27

Schedule # 289

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	40.37	25.07	32.61	38.27	36.40	39.11	39.35	39.06	39.11
1	11.84	36.05	30.69	26.82	19.77	13.47	13.20	12.77	12.44
2	31.53	24.48	19.34	16.24	29.62	31.20	31.39	31.87	32.15
3	9.33	10.43	9.99	9.15	5.73	9.85	9.79	10.29	10.38
4	4.96	3.13	4.52	4.88	6.91	4.66	4.70	4.62	4.63
5	1.47	.70	1.84	2.48	.39	1.25	1.16	1.06	1.00
6	.38	.12	.68	1.20	1.04	.37	.33	.27	.25
7	.11	.02	.23	.55	.01	.07	.06	.05	.04
8	.00	.00	.07	.24	.12	.01	.01	.01	.01
9	.00	.00	.02	.10	.00	.00	.00	.00	.00
10	.00	.00	.01	.04	.01	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		25.66	13.01	3.54	6.66	2.11	1.71	2.20	2.11
APE		59.22	55.39	55.66	29.11	5.13	4.43	5.30	5.50

Schedule # 290

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
msnbc.com	2.37	3.93

overture.com	2.21	3.98
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	57.99	48.98	55.80	56.95	56.48	56.77	56.87	56.88	56.77
1	21.55	35.66	27.24	25.96	23.02	24.04	24.08	23.75	23.80
2	15.00	12.26	10.98	10.68	16.85	13.65	13.57	13.83	13.99
3	3.71	2.65	4.01	4.13	1.74	3.94	3.88	4.00	3.93
4	1.47	.40	1.36	1.51	1.73	1.25	1.25	1.23	1.20
5	.22	.05	.43	.53	.03	.27	.27	.25	.25
6	.05	.00	.13	.17	.15	.06	.06	.05	.05
7	.00	.00	.04	.05	.00	.01	.01	.01	.01
8	.00	.00	.01	.02	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.45	5.21	2.36	3.59	2.90	2.67	2.64	2.90
APE		45.70	24.90	23.07	13.93	10.38	10.52	9.38	9.02

Schedule # 291

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	56.08	48.07	53.86	55.08	55.92	55.32	55.44	54.95	55.32
1	23.02	35.94	28.77	27.39	22.70	24.77	24.69	25.23	24.72
2	15.49	12.69	11.56	11.24	17.51	14.54	14.45	14.61	14.57
3	4.15	2.81	4.04	4.18	1.79	3.90	3.94	3.83	3.95
4	.98	.44	1.28	1.45	1.87	1.16	1.19	1.12	1.16
5	.22	.05	.37	.47	.03	.24	.23	.21	.22
6	.05	.00	.10	.14	.16	.05	.05	.04	.04
7	.00	.00	.02	.04	.00	.01	.01	.01	.01
8	.00	.00	.01	.01	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00

16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	18.24	5.05	2.39	0.36	1.73	1.46	2.57	1.73	
APE	40.57	23.50	21.65	13.43	7.19	7.17	8.15	6.88	

Schedule # 292

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	17.35	12.08	12.37	12.16	26.95	17.45	18.29	12.70	17.45
1	10.42	27.09	27.09	27.09	9.45	12.08	13.32	18.51	13.85
2	44.79	28.69	28.37	28.60	35.27	42.18	38.26	42.96	40.46
3	15.28	19.07	18.88	19.01	6.63	14.61	14.14	11.64	13.10
4	8.89	8.91	8.94	8.92	15.73	10.35	12.97	11.68	11.58
5	1.96	3.11	3.20	3.13	1.09	2.44	2.34	1.81	2.50
6	.98	.84	.90	.86	4.00	.73	.63	.61	.88
7	.33	.18	.20	.19	.06	.13	.05	.07	.14
8	.00	.03	.04	.03	.71	.03	.00	.01	.03
9	.00	.00	.01	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.09	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		6.38	6.03	6.40	11.62	0.12	1.14	5.63	0.12
APE		46.04	46.27	46.07	37.45	8.91	18.95	20.74	16.32

Schedule # 293

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	16.26	10.01	10.93	10.05	23.34	15.57	16.65	10.17	15.57
1	8.73	24.58	24.71	24.59	9.62	11.84	13.49	19.05	14.36

2	41.73	28.49	27.50	28.45	34.62	38.68	33.88	38.93	35.99
3	17.62	20.73	19.97	20.69	8.07	16.93	16.11	14.27	15.09
4	10.80	10.60	10.60	10.60	16.99	11.48	14.37	13.16	13.00
5	2.56	4.05	4.36	4.06	1.60	3.63	3.93	3.08	4.03
6	1.58	1.20	1.44	1.21	4.62	1.34	1.32	1.12	1.55
7	.38	.28	.39	.28	.11	.39	.21	.18	.32
8	.22	.05	.09	.05	.89	.12	.03	.04	.08
9	.05	.01	.02	.01	.00	.03	.00	.00	.01
10	.05	.00	.00	.00	.12	.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		7.46	6.36	8.25	8.45	0.82	0.47	7.27	0.82
APE		41.35	41.70	41.37	34.40	10.76	23.62	24.23	21.36

Schedule # 294

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
netscape.com	3.79	5.07
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	17.62	11.37	12.04	12.10	23.43	17.22	18.30	12.76	17.22
1	10.15	26.28	26.30	26.30	12.25	11.82	13.25	18.13	13.86
2	42.50	28.67	27.94	27.87	34.02	40.96	36.23	40.77	38.72
3	15.60	19.63	19.17	19.12	9.12	15.06	14.59	12.60	13.40
4	9.82	9.45	9.51	9.51	15.05	10.59	13.62	12.48	12.40
5	2.67	3.40	3.62	3.64	1.60	2.99	2.95	2.30	3.04
6	1.31	.95	1.10	1.11	3.67	1.03	.93	.82	1.11
7	.27	.21	.27	.28	.10	.26	.12	.11	.20
8	.05	.04	.05	.06	.65	.06	.02	.02	.04
9	.00	.01	.01	.01	.00	.01	.00	.00	.01
10	.00	.00	.00	.00	.08	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		7.59	6.77	6.77	7.05	0.49	0.83	5.90	0.49
APE		43.13	43.41	43.47	32.27	6.25	18.23	19.93	15.70

Schedule # 295

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	32.84	20.88	27.59	29.53	33.21	31.43	31.55	29.93	31.43
1	18.44	34.17	30.38	29.25	17.32	20.56	20.57	21.38	19.75
2	27.88	26.41	21.17	19.92	31.68	27.28	27.06	28.41	27.82
3	11.95	12.80	11.70	11.30	6.50	11.88	11.96	12.14	12.48
4	5.62	4.36	5.54	5.68	8.92	6.07	6.26	5.99	6.20
5	2.35	1.11	2.32	2.59	.58	1.96	1.84	1.59	1.71
6	.76	.22	.88	1.09	1.55	.65	.60	.46	.50
7	.16	.03	.30	.42	.02	.14	.12	.08	.09
8	.00	.00	.09	.15	.20	.03	.03	.02	.02
9	.00	.00	.03	.05	.00	.00	.00	.00	.00
10	.00	.00	.01	.01	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		17.81	7.82	5.08	0.55	2.10	1.92	4.33	2.10
APE		31.60	28.89	30.55	24.70	5.64	6.46	7.73	5.17

Schedule # 296

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
ebay.com	13.12	19.86
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	32.68	21.88	27.61	29.58	32.26	31.73	31.90	29.83	31.73
1	19.20	34.69	31.24	30.04	20.29	20.43	20.83	22.42	20.51
2	29.08	25.98	21.53	20.24	30.51	28.89	27.92	29.35	28.34
3	11.13	12.20	11.47	11.12	7.14	11.38	11.50	11.31	11.76
4	5.35	4.03	5.14	5.34	7.78	5.29	5.69	5.33	5.66
5	1.85	.99	2.01	2.30	.59	1.62	1.56	1.32	1.48
6	.65	.19	.70	.90	1.24	.50	.47	.37	.42
7	.05	.03	.22	.33	.02	.12	.10	.06	.08
8	.00	.00	.06	.11	.15	.03	.02	.01	.02

9	.00	.00	.02	.03	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	16.04	7.53	4.72	0.62	1.41	1.16	4.23	1.41	
APE	33.16	30.60	30.94	16.31	3.28	6.00	6.71	5.41	

Schedule # 297

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
amazon.com	3.19	5.62
geocities.com	2.92	5.56
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBB	DMD	CANX	CBD	MSAD	CSD
0	36.88	24.55	31.55	34.06	34.23	35.39	35.52	34.71	35.39
1	18.39	35.86	30.99	29.29	22.08	20.53	20.60	20.62	19.74
2	27.50	24.73	19.83	18.36	29.01	26.94	26.66	27.54	27.81
3	10.31	10.70	10.24	9.89	6.61	10.51	10.66	11.00	10.66
4	4.75	3.26	4.58	4.81	6.53	4.64	4.81	4.65	4.70
5	1.58	.74	1.83	2.16	.47	1.44	1.31	1.15	1.29
6	.44	.13	.66	.90	.95	.42	.36	.28	.33
7	.05	.02	.22	.35	.01	.09	.07	.05	.06
8	.11	.00	.07	.12	.11	.02	.01	.01	.01
9	.00	.00	.02	.04	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	19.53	8.44	4.48	4.20	2.36	2.15	3.44	2.36	
APE	37.09	33.60	34.73	19.57	5.23	6.23	5.94	4.07	

Schedule # 298

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16

excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	50.74	40.42	48.34	50.08	47.87	49.67	49.80	49.69	49.67
1	23.35	37.55	29.00	27.31	25.54	24.91	24.83	24.44	24.42
2	16.86	16.47	13.64	12.99	20.57	16.76	16.81	17.24	17.31
3	6.00	4.53	5.69	5.74	3.11	5.72	5.66	5.87	5.86
4	2.18	.88	2.18	2.40	2.56	2.19	2.19	2.14	2.13
5	.71	.13	.78	.95	.09	.56	.53	.48	.48
6	.16	.01	.26	.35	.25	.15	.14	.11	.11
7	.00	.00	.08	.13	.00	.03	.03	.02	.02
8	.00	.00	.02	.04	.02	.01	.00	.00	.00
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.95	4.87	1.48	5.83	2.17	1.91	2.13	2.17
APE		36.72	19.20	18.11	20.10	4.36	4.28	3.94	4.08

Schedule # 299

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	17.68	9.85	12.53	11.70	20.59	16.51	17.03	12.54	16.51
1	12.33	24.36	24.65	24.61	12.22	14.99	15.32	18.54	15.29
2	34.64	28.46	25.73	26.52	33.61	32.27	30.47	33.57	31.70
3	15.71	20.86	18.75	19.36	10.46	16.33	16.36	16.23	16.03
4	12.88	10.75	10.61	10.68	16.02	13.48	14.66	14.26	14.29
5	4.31	4.14	4.91	4.71	2.08	4.21	4.18	3.42	4.12
6	1.64	1.23	1.92	1.72	4.03	1.62	1.58	1.19	1.59
7	.71	.29	.64	.53	.15	.43	.32	.20	.37
8	.11	.05	.19	.14	.73	.12	.08	.04	.09
9	.00	.01	.05	.03	.00	.02	.01	.01	.02
10	.00	.00	.01	.01	.10	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00

16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	9.51	6.26	7.36	3.53	1.42	0.79	6.24	1.42	
APE	32.26	33.56	32.77	18.76	8.11	12.40	13.50	10.02	

Schedule # 300

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	60.12	50.85	58.73	59.71	59.16	58.92	58.99	59.65	58.92
1	21.82	35.04	25.23	24.16	21.79	23.64	23.64	22.14	22.98
2	12.00	11.41	10.10	9.84	15.18	11.87	12.06	12.47	12.72
3	4.36	2.33	3.84	3.92	1.82	3.84	3.72	4.09	3.92
4	1.20	.33	1.39	1.51	1.78	1.30	1.22	1.27	1.15
5	.33	.04	.48	.56	.05	.33	.29	.29	.24
6	.11	.00	.16	.20	.20	.08	.07	.06	.05
7	.05	.00	.05	.07	.00	.02	.01	.01	.01
8	.00	.00	.01	.02	.02	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		23.24	3.49	1.10	2.41	3.01	2.83	1.18	3.01
APE		43.03	15.62	14.09	16.98	6.59	6.67	3.16	6.42

Schedule # 301

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	14.57	10.08	10.37	10.10	21.69	14.84	15.60	8.31	14.84
1	9.82	24.67	24.72	24.68	11.59	11.81	13.48	19.98	14.28

2	43.48	28.51	28.19	28.49	33.87	39.56	35.52	41.48	37.69
3	16.91	20.67	20.43	20.66	9.67	17.00	16.29	13.71	14.81
4	10.53	10.54	10.54	10.54	16.12	12.11	14.30	12.64	12.86
5	2.95	4.01	4.11	4.02	1.90	3.38	3.57	2.69	3.71
6	1.31	1.18	1.26	1.19	4.14	1.04	1.10	1.00	1.45
7	.33	.28	.31	.28	.13	.22	.13	.15	.28
8	.11	.05	.06	.05	.77	.03	.01	.03	.07
9	.00	.01	.01	.01	.00	.00	.00	.00	.01
10	.00	.00	.00	.00	.10	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		5.26	4.92	7.82	8.33	0.32	1.21	7.33	0.32
APE		40.85	40.98	40.88	34.02	9.91	20.06	21.42	18.35

Schedule # 302

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	16.15	8.48	11.37	9.15	18.61	14.94	15.41	1.00	14.94
1	11.62	22.43	23.08	22.64	11.45	14.62	14.97	18.72	14.30
2	33.17	28.01	25.15	27.28	33.13	30.54	28.83	32.47	30.14
3	17.18	21.94	19.32	21.26	11.19	17.35	17.34	17.40	17.75
4	13.04	12.09	11.62	12.00	17.24	14.11	15.25	14.92	15.06
5	5.84	4.97	5.76	5.21	2.54	5.38	5.35	4.43	5.19
6	1.75	1.58	2.43	1.80	4.61	2.22	2.19	1.65	2.03
7	.98	.40	.88	.51	.20	.63	.51	.32	.47
8	.16	.08	.28	.12	.88	.17	.13	.07	.11
9	.05	.01	.08	.02	.01	.03	.02	.01	.02
10	.05	.00	.02	.00	.12	.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.15	5.70	8.43	2.93	1.44	0.88	7.33	1.44
APE		27.99	28.72	27.79	21.68	9.80	13.80	14.61	11.77

Schedule # 303

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.35	8.00	8.28	8.08	20.38	11.27	12.06	4.42	11.27
1	8.46	21.69	21.80	21.72	8.60	11.44	12.64	19.08	13.54
2	42.50	27.77	27.47	27.68	34.04	37.78	34.32	40.49	35.88
3	18.00	22.32	22.01	22.23	8.79	18.08	17.45	15.28	16.40
4	13.26	12.61	12.56	12.59	18.89	15.23	17.20	15.73	16.14
5	4.31	5.32	5.42	5.35	2.12	4.23	4.50	3.44	4.52
6	1.53	1.74	1.83	1.77	5.63	1.52	1.56	1.32	1.81
7	.33	.45	.50	.46	.18	.34	.23	.19	.34
8	.27	.09	.11	.10	1.17	.09	.04	.04	.08
9	.00	.02	.02	.02	.01	.02	.00	.00	.01
10	.00	.00	.00	.00	.18	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.02	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.78	3.46	3.78	10.19	0.09	0.80	7.82	0.09
APE		38.88	39.30	39.01	34.96	11.34	19.63	21.74	19.04

Schedule # 304

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
ebay.com	13.12	19.86
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.78	7.46	7.76	7.58	19.35	11.32	12.28	4.91	11.32
1	8.18	20.83	20.97	20.89	8.56	11.31	12.62	18.56	13.11
2	40.53	27.46	27.14	27.34	33.60	35.88	31.95	37.59	33.92
3	17.95	22.72	22.36	22.58	9.25	18.66	17.81	16.34	17.19
4	13.15	13.21	13.14	13.19	19.29	15.09	17.53	16.43	16.49
5	5.46	5.74	5.85	5.78	2.37	5.04	5.38	4.24	5.29
6	2.18	1.93	2.04	1.97	5.89	2.00	2.00	1.62	2.14
7	.49	.51	.57	.54	.22	.53	.35	.26	.43
8	.27	.11	.13	.12	1.26	.14	.07	.06	.10

9	.00	.02	.02	.02	.01	.02	.01	.01	.01
10	.00	.00	.00	.00	.19	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.02	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.90	4.56	4.90	8.58	0.52	0.57	7.79	0.52
APE		35.46	35.56	35.50	34.49	12.72	20.57	23.17	18.24

Schedule # 305

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
go.com	4.26	6.60
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	62.08	53.94	59.93	61.53	61.22	61.43	61.45	61.15	61.43
1	20.62	33.87	25.97	24.09	21.32	21.95	22.07	22.35	21.92
2	13.04	10.04	9.51	9.19	14.75	12.46	12.32	12.46	12.51
3	3.27	1.87	3.19	3.39	1.21	3.06	3.03	2.96	3.05
4	.82	.24	1.00	1.20	1.36	.90	.93	.88	.90
5	.11	.02	.29	.41	.02	.16	.17	.15	.15
6	.05	.00	.08	.13	.10	.03	.04	.03	.03
7	.00	.00	.02	.04	.00	.00	.01	.00	.00
8	.00	.00	.00	.01	.01	.00	.00	.00	.00
9	.00	.00	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.47	5.67	1.58	2.27	1.71	1.66	2.45	1.71
APE		48.44	24.71	21.76	13.61	5.99	6.86	7.23	5.78

Schedule # 306

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80

cnn.com	2.59	4.31
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	22.64	14.82	17.86	16.96	26.89	21.72	21.75	17.88	21.72
1	17.29	29.85	29.07	29.33	14.67	19.78	19.66	22.84	19.49
2	33.61	28.39	25.42	26.24	33.63	31.26	31.40	33.99	31.46
3	14.46	16.94	15.68	16.04	8.32	15.15	15.19	14.68	15.38
4	8.40	7.11	7.56	7.47	12.31	8.43	8.39	7.72	8.42
5	2.29	2.23	3.01	2.80	1.10	2.57	2.56	2.10	2.52
6	1.04	.54	1.01	.87	2.58	.85	.84	.64	.80
7	.22	.10	.29	.23	.05	.19	.18	.12	.16
8	.05	.02	.07	.05	.40	.04	.04	.02	.04
9	.00	.00	.02	.01	.00	.01	.01	.00	.01
10	.00	.00	.00	.00	.04	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		10.11	6.18	7.42	5.49	1.19	1.15	6.15	1.19
APE		28.77	29.59	29.24	20.66	7.86	7.56	9.76	7.55

Schedule # 307

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	1.85	3.28	3.50	3.39	13.00	4.13	4.58	2.22	4.13
1	2.78	12.34	12.63	12.48	4.30	6.59	8.12	10.93	9.05
2	38.52	21.93	21.83	21.88	29.83	27.77	26.12	26.87	27.44
3	22.15	24.46	24.02	24.24	8.49	20.50	19.26	19.89	18.85
4	19.09	19.18	18.86	19.02	25.21	25.28	24.58	23.77	23.17
5	8.40	11.23	11.21	11.22	3.90	9.76	10.09	8.48	9.13
6	5.07	5.09	5.23	5.16	10.84	4.50	5.84	6.04	5.97
7	1.31	1.82	1.96	1.89	.64	1.12	1.18	1.26	1.54
8	.49	.52	.59	.56	3.04	.29	.24	.46	.58
9	.22	.12	.15	.13	.04	.06	.00	.06	.10
10	.05	.02	.03	.03	.61	.01	-.01	.02	.03
11	.05	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.09	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00

16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	1.46	1.68	1.46	11.36	2.32	2.78	0.38	2.32	
APE	32.73	33.10	32.83	45.21	25.44	29.84	28.64	27.38	

Schedule # 308

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	51.28	40.93	48.49	49.66	48.04	49.63	49.70	49.48	49.63
1	22.20	37.48	29.22	28.06	26.00	25.62	25.68	25.50	25.28
2	18.39	16.21	13.59	13.16	20.12	16.38	16.33	16.72	16.70
3	5.40	4.40	5.56	5.62	3.08	5.62	5.60	5.75	5.81
4	1.85	.84	2.08	2.24	2.42	2.03	2.02	1.98	1.99
5	.76	.12	.72	.84	.09	.54	.51	.46	.46
6	.05	.01	.23	.29	.23	.14	.13	.10	.10
7	.05	.00	.07	.10	.00	.03	.02	.02	.02
8	.00	.00	.02	.03	.02	.00	.00	.00	.00
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.24	5.73	3.49	6.65	3.39	3.24	3.69	3.39
APE		41.46	25.62	24.86	19.17	12.64	12.87	11.97	11.70

Schedule # 309

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	26.13	17.44	20.11	20.21	27.11	24.27	24.22	21.34	24.27
1	17.13	31.98	30.93	30.89	19.29	20.57	20.58	23.08	20.14

2	32.79	27.70	25.20	25.11	31.87	31.75	31.98	33.74	32.13
3	14.95	15.05	14.31	14.28	9.08	14.31	14.21	13.79	14.58
4	6.71	5.75	6.29	6.31	9.66	6.76	6.69	6.19	6.68
5	1.75	1.64	2.26	2.28	.99	1.79	1.77	1.45	1.70
6	.49	.36	.68	.70	1.70	.45	.45	.34	.41
7	.05	.06	.18	.18	.04	.09	.08	.05	.07
8	.00	.01	.04	.04	.23	.01	.01	.01	.01
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.76	8.15	7.93	1.33	2.52	2.59	6.48	2.52
APE		28.78	31.58	31.72	19.13	7.17	6.93	12.24	5.73

Schedule # 310

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
real.com	2.07	3.60
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	54.17	43.46	51.87	53.19	50.99	52.38	52.37	52.89	52.38
1	22.59	37.07	27.58	26.26	25.49	25.08	25.31	23.89	24.42
2	14.35	14.93	12.40	11.95	17.95	14.59	14.76	15.25	15.43
3	6.27	3.77	5.11	5.16	2.95	5.38	5.12	5.54	5.50
4	1.85	.67	1.97	2.13	2.23	1.94	1.83	1.87	1.77
5	.65	.09	.72	.84	.11	.49	.47	.45	.39
6	.11	.01	.24	.31	.25	.11	.12	.10	.08
7	.00	.00	.08	.11	.00	.02	.02	.02	.01
8	.00	.00	.02	.04	.03	.00	.00	.00	.00
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		23.37	5.02	2.20	6.94	3.91	3.93	2.79	3.91
APE		42.33	18.61	17.48	23.81	8.49	9.84	6.94	8.86

Schedule # 311

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	50.03	40.63	47.56	48.51	47.55	48.82	48.83	48.35	48.82
1	23.95	37.52	29.94	28.99	26.41	26.33	26.40	26.66	26.00
2	17.68	16.36	13.93	13.58	20.09	16.55	16.53	16.89	16.95
3	5.89	4.48	5.59	5.64	3.20	5.67	5.67	5.69	5.74
4	1.69	.86	2.02	2.16	2.41	1.96	1.96	1.88	1.92
5	.49	.12	.67	.77	.09	0.51	.48	.43	.46
6	.27	.01	.21	.25	.23	0.13	.11	.09	.10
7	.00	.00	.06	.08	.00	0.03	.02	.01	.02
8	.00	.00	.02	.02	.02	0.00	.00	.00	.00
9	.00	.00	.00	.01	.00	0.00	.00	.00	.00
10	.00	.00	.00	.00	.00	0.00	.00	.00	.00
11	.00	.00	.00	.00	.00	0.00	.00	.00	.00
12	.00	.00	.00	.00	.00	0.00	.00	.00	.00
13	.00	.00	.00	.00	.00	0.00	.00	.00	.00
14	.00	.00	.00	.00	.00	0.00	.00	.00	.00
15	.00	.00	.00	.00	.00	0.00	.00	.00	.00
16	.00	.00	.00	.00	.00	0.00	.00	.00	.00
17	.00	.00	.00	.00	.00	0.00	.00	.00	.00
18	.00	.00	.00	.00	.00	0.00	.00	.00	.00
AER		18.81	4.94	3.10	4.96	2.42	2.40	3.36	2.42
APE		35.54	21.39	20.55	17.49	8.39	8.57	8.28	6.76

Schedule # 312

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	44.95	32.04	42.10	43.07	41.49	42.56	42.54	42.84	42.56
1	23.08	37.64	28.71	27.92	24.63	26.18	26.14	24.65	24.75
2	17.51	20.89	15.66	15.21	23.34	17.74	18.15	18.84	19.13
3	8.57	7.27	7.66	7.60	5.17	8.03	8.02	8.64	8.71
4	3.60	1.78	3.47	3.56	4.29	3.64	3.51	3.58	3.51
5	1.80	.33	1.47	1.58	.35	1.29	1.16	1.09	1.02
6	.38	.05	.59	.66	.62	.42	.36	.30	.26
7	.05	.01	.22	.26	.01	.11	.09	.06	.05
8	.05	.00	.08	.10	.08	.02	.02	.01	.01

9	.00	.00	.03	.03	.00	.00	.00	.00	.00
10	.00	.00	.01	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	23.45	5.18	3.60	6.29	4.34	4.38	3.83	4.34	
APE	41.69	16.89	16.26	24.05	8.27	9.21	6.96	8.10	

Schedule # 313

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	2.89	3.94	4.17	4.08	14.21	4.67	5.04	2.42	4.67
1	3.22	13.95	14.21	14.12	4.98	7.10	8.64	11.90	10.32
2	39.72	23.35	23.19	23.25	30.92	30.38	28.73	30.20	30.11
3	23.24	24.51	24.08	24.24	8.72	20.45	19.24	19.00	17.81
4	18.49	18.10	17.83	17.93	24.23	25.19	24.64	23.17	22.25
5	7.15	9.98	9.99	9.99	3.56	8.18	8.54	7.13	7.94
6	3.49	4.26	4.39	4.34	9.71	3.18	4.49	5.09	5.43
7	1.47	1.44	1.55	1.51	.52	.70	.64	.80	1.09
8	.22	.39	.44	.42	2.57	.14	.07	.25	.34
9	.11	.09	.10	.10	.03	.01	-.01	.03	.05
10	.00	.02	.02	.02	.49	.00	-.01	.01	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.06	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.08	1.32	1.08	11.66	1.83	2.21	0.48	1.83
APE		33.57	34.07	33.87	45.90	25.74	30.95	30.41	30.07

Schedule # 314

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93

real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	68.52	59.87	67.76	69.22	65.98	67.70	68.13	68.95	67.70
1	18.28	31.16	20.54	18.88	21.16	19.23	18.85	17.23	18.67
2	8.78	7.66	7.41	7.12	10.54	9.31	9.34	9.66	10.08
3	3.22	1.18	2.74	2.86	1.22	2.64	2.56	2.96	2.64
4	.93	.13	1.00	1.16	.96	.87	.87	.94	.74
5	.27	.01	.36	.47	.03	.20	.20	.21	.14
6	.00	.00	.12	.18	.10	.05	.05	.05	.03
7	.00	.00	.04	.07	.00	.01	.01	.01	.00
8	.00	.00	.01	.02	.01	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		27.48	2.41	2.00	8.07	2.60	1.24	1.37	2.60
APE		54.32	14.10	10.58	22.30	7.15	6.29	7.37	8.32

Schedule # 315

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	23.40	14.34	18.22	17.55	25.49	21.69	21.79	18.46	21.69
1	17.84	29.41	28.49	28.68	15.54	19.75	19.57	21.91	18.99
2	29.19	28.48	24.76	25.34	33.30	30.11	30.14	32.51	30.60
3	15.77	17.30	15.60	15.88	9.13	15.53	15.71	15.65	16.10
4	9.93	7.39	7.86	7.82	12.25	8.70	8.76	8.23	8.78
5	2.56	2.36	3.33	3.19	1.25	2.95	2.85	2.38	2.78
6	1.15	.58	1.21	1.10	2.54	.99	.93	.70	.85
7	.16	.11	.39	.33	.06	.22	.20	.13	.17
8	.00	.02	.11	.09	.39	.05	.04	.02	.03
9	.00	.00	.03	.02	.00	.01	.01	.00	.00
10	.00	.00	.01	.00	.04	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00

16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	11.83	6.76	7.73	2.73	2.23	2.10	6.45	2.23	
APE	22.44	24.19	23.33	24.28	6.49	5.89	12.91	6.01	

Schedule # 316

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	54.39	44.92	51.84	53.06	51.22	52.96	53.02	52.82	52.96
1	22.53	36.76	28.66	27.36	26.33	25.27	25.26	25.17	24.94
2	15.88	14.21	12.37	11.98	17.90	15.02	15.02	15.32	15.42
3	5.35	3.44	4.72	4.82	2.49	4.69	4.70	4.77	4.77
4	1.42	.59	1.65	1.82	1.84	1.56	1.54	1.50	1.51
5	.38	.07	.54	.64	.06	.39	.36	.33	.33
6	.00	.01	.16	.22	.16	.09	.08	.07	.07
7	.05	.00	.05	.07	.00	.02	.01	.01	.01
8	.00	.00	.01	.02	.01	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.76	5.59	3.05	6.95	3.14	3.00	3.44	3.14
APE		41.68	23.74	22.34	21.14	9.93	9.87	8.81	8.11

Schedule # 317

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	59.08	49.91	56.99	58.54	57.56	58.00	58.14	58.22	58.00
1	21.06	35.36	26.54	24.83	22.41	23.20	23.17	22.75	22.91

2	14.57	11.83	10.60	10.20	16.55	13.46	13.37	13.60	13.83
3	3.60	2.48	3.90	4.04	1.61	3.76	3.72	3.87	3.78
4	1.25	.37	1.34	1.54	1.69	1.25	1.25	1.24	1.19
5	.44	.04	.44	.56	.03	.27	.27	.25	.23
6	.00	.00	.13	.20	.14	.06	.06	.06	.05
7	.00	.00	.04	.06	.00	.01	.01	.01	.01
8	.00	.00	.01	.02	.01	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.41	5.11	1.47	3.71	2.64	2.30	2.10	2.64
APE		47.51	24.49	22.68	15.44	8.92	8.97	7.82	7.58

Schedule # 318

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	25.75	16.97	20.57	21.30	29.59	24.56	24.78	22.14	24.56
1	17.51	31.63	30.27	29.97	15.18	19.54	19.45	21.34	19.20
2	33.12	27.84	24.52	23.93	33.30	32.57	32.26	34.26	32.69
3	13.37	15.38	14.29	14.06	7.38	13.14	13.24	13.00	13.47
4	7.36	5.97	6.62	6.69	11.13	7.26	7.44	6.97	7.41
5	1.96	1.73	2.56	2.70	.83	2.03	1.99	1.65	1.92
6	.71	.39	.85	.95	2.19	.70	.67	.51	.61
7	.22	.07	.25	.29	.03	.15	.13	.09	.11
8	.00	.01	.06	.08	.32	.04	.03	.02	.02
9	.00	.00	.01	.02	.00	.01	.00	.00	.00
10	.00	.00	.00	.00	.03	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.82	6.98	6.11	5.17	1.60	1.31	4.86	1.60
APE		31.66	32.13	32.54	20.77	4.19	4.31	8.61	3.42

Schedule # 319

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
overture.com	2.21	3.98
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	9.11	6.69	6.96	6.71	17.91	9.41	10.13	6.03	9.41
1	7.64	19.52	19.67	19.53	8.24	10.88	12.16	15.37	13.51
2	40.97	26.90	26.63	26.87	33.06	35.05	32.09	35.95	34.07
3	20.02	23.27	22.92	23.23	9.76	19.80	18.80	17.87	16.69
4	13.91	14.15	14.05	14.14	20.05	16.96	18.28	16.97	16.76
5	5.24	6.42	6.52	6.43	2.72	5.29	5.85	5.08	6.01
6	2.29	2.26	2.37	2.27	6.34	1.96	2.23	2.21	2.72
7	.60	.63	.69	.63	.27	.48	.38	.40	.62
8	.22	.14	.16	.14	1.39	.13	.06	.10	.17
9	.00	.03	.03	.03	.01	.02	.00	.01	.03
10	.00	.00	.01	.00	.22	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.02	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		2.66	2.37	2.66	9.68	0.33	1.12	3.39	0.33
APE		33.88	34.06	33.87	36.56	14.35	22.05	20.39	22.28

Schedule # 320

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
lycos.com	3.11	4.80
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	.87	1.97	2.15	2.01	9.29	2.89	3.41	1.66	2.89
1	1.58	8.65	8.98	8.73	3.46	5.28	6.95	8.51	8.07
2	30.44	17.92	17.97	17.93	25.66	21.21	19.84	20.36	22.85
3	22.31	23.30	22.90	23.20	9.26	20.46	19.12	20.41	17.82
4	21.33	21.30	20.83	21.18	26.48	24.63	23.35	23.17	20.59
5	11.18	14.54	14.36	14.50	5.78	13.90	13.95	12.64	12.73
6	7.04	7.68	7.78	7.71	13.33	7.59	8.91	8.50	8.92
7	3.11	3.21	3.38	3.25	1.29	2.72	3.20	3.10	3.82
8	1.42	1.08	1.20	1.11	4.21	.93	1.06	1.26	1.66

9	.33	.29	.35	.30	.12	.28	.19	.30	.48
10	.33	.06	.08	.07	.96	.09	.02	.08	.14
11	.05	.01	.02	.01	.00	.02	.00	.01	.03
12	.00	.00	.00	.00	.15	.01	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	1.11	1.29	1.11	8.49	2.04	2.56	0.80	2.04	
APE	25.62	25.90	25.69	42.59	22.76	27.00	24.37	24.26	

Schedule # 321

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
windowsmedia.com	3.46	5.84
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	12.22	9.33	9.61	9.43	22.64	12.19	12.79	5.90	12.19
1	9.22	23.49	23.56	23.52	8.85	11.66	12.72	18.77	14.63
2	44.19	28.10	27.80	27.99	34.46	40.76	37.87	43.86	37.93
3	17.08	21.24	20.97	21.14	7.97	16.54	16.02	13.28	14.37
4	13.09	11.37	11.35	11.36	17.83	14.72	16.38	14.79	16.12
5	3.11	4.58	4.68	4.62	1.73	2.98	3.12	2.34	3.23
6	.76	1.44	1.53	1.47	5.13	.98	.99	.92	1.28
7	.27	.36	.40	.38	.14	.15	.10	.11	.19
8	.05	.07	.09	.08	1.05	.03	.01	.03	.05
9	.00	.01	.02	.01	.00	.00	.00	.00	.01
10	.00	.00	.00	.00	.16	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.02	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	3.29	2.97	7.68	11.87	0.03	0.65	7.20	0.03	
APE	43.87	44.30	44.04	35.33	9.72	16.66	18.79	20.67	

Schedule # 322

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
google.com	9.90	15.17

netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	22.91	14.65	18.31	17.44	26.24	21.77	21.96	18.31	21.77
1	16.91	29.54	28.65	28.89	15.10	19.54	19.51	22.17	19.01
2	33.17	28.28	24.79	25.55	33.27	30.86	30.60	33.20	31.19
3	14.73	17.10	15.51	15.87	8.74	15.24	15.31	15.13	15.65
4	7.47	7.33	7.76	7.70	12.29	8.46	8.53	7.94	8.58
5	3.27	2.36	3.27	3.08	1.21	2.87	2.81	2.33	2.69
6	1.25	.60	1.19	1.05	2.61	.98	.97	.73	.87
7	.27	.12	.38	.31	.06	.23	.23	.15	.19
8	.00	.02	.11	.08	.42	.05	.06	.03	.04
9	.00	.00	.03	.02	.00	.01	.01	.01	.01
10	.00	.00	.01	.00	.05	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		10.71	5.97	7.04	4.32	1.48	1.23	5.97	1.48
APE		28.23	27.90	27.89	21.82	9.35	9.94	10.09	9.34

Schedule # 323

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
netscape.com	3.79	5.07
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	58.87	49.31	56.19	58.04	56.84	57.54	57.71	57.55	57.54
1	19.86	35.49	27.00	24.98	22.75	22.67	22.92	22.88	22.79
2	15.98	12.13	10.84	10.34	16.80	14.34	13.89	14.11	14.22
3	3.71	2.62	3.98	4.14	1.69	3.98	3.81	3.86	3.92
4	1.42	.40	1.36	1.60	1.73	1.20	1.31	1.27	1.25
5	.16	.05	.44	.59	.03	.22	.28	.26	.23
6	.00	.00	.13	.21	.15	.04	.07	.06	.05
7	.00	.00	.04	.07	.00	.00	.01	.01	.01
8	.00	.00	.01	.02	.01	.00	.00	.00	.00

9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	23.24	6.52	2.19	4.94	3.23	2.82	3.21	3.23	
APE	52.76	31.78	29.44	15.39	12.25	13.52	13.03	12.64	

Schedule # 324

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	23.62	13.41	17.98	16.91	23.37	21.08	21.29	17.90	21.08
1	15.17	28.34	27.51	27.76	16.26	19.23	19.08	21.11	18.22
2	30.39	28.45	24.15	25.04	32.74	29.39	29.09	31.59	3.00
3	16.04	18.04	15.75	16.25	10.34	15.76	16.03	16.28	16.43
4	9.38	8.11	8.41	8.40	12.49	9.24	9.45	9.03	9.52
5	3.44	2.74	3.85	3.64	1.58	3.49	3.41	2.89	3.30
6	1.47	.72	1.55	1.36	2.64	1.32	1.24	.93	1.11
7	.38	.15	.55	.45	.09	.37	.31	.20	.26
8	.11	.03	.18	.13	.43	.10	.08	.04	.06
9	.00	.00	.05	.03	.00	.02	.01	.01	.01
10	.00	.00	.01	.01	.05	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	13.37	7.38	8.82	0.33	3.33	3.05	7.49	3.33	
APE	26.37	27.01	25.62	20.87	7.49	7.41	11.89	6.09	

Schedule # 325

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17

microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
geocities.com	2.92	5.56
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	31.81	18.62	26.31	27.84	28.63	29.76	29.76	28.13	29.76
1	17.29	32.65	29.05	28.27	19.35	20.49	20.37	20.82	19.02
2	26.68	27.20	21.02	20.03	31.51	25.43	25.84	27.23	26.67
3	12.27	14.31	12.36	11.96	8.48	12.99	13.01	13.56	13.86
4	8.07	5.33	6.34	6.38	9.24	7.43	7.29	7.15	7.35
5	2.56	1.50	2.93	3.12	.89	2.66	2.55	2.24	2.39
6	.71	.33	1.24	1.42	1.62	.93	.90	.69	.74
7	.49	.06	.48	.60	.03	.25	.22	.15	.16
8	.05	.01	.17	.24	.22	.06	.05	.03	.03
9	.05	.00	.06	.09	.00	.01	.01	.00	.01
10	.00	.00	.02	.03	.02	.00	.00	.00	.00
11	.00	.00	.01	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.34	8.07	5.95	4.66	3.01	3.01	5.40	3.01
APE		33.17	29.78	31.21	22.19	9.41	8.73	10.32	6.80

Schedule # 326

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
ebay.com	13.12	19.86
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	11.57	7.28	7.62	7.42	19.11	11.06	12.04	4.39	11.06
1	8.02	20.38	20.55	20.45	8.34	11.13	12.45	18.45	12.89
2	39.88	27.10	26.74	26.96	33.25	35.27	31.36	37.20	33.35
3	18.11	22.76	22.34	22.59	9.24	18.75	17.87	16.55	17.33
4	13.26	13.54	13.43	13.50	19.50	15.41	17.77	16.70	16.74
5	5.73	6.06	6.18	6.11	2.49	5.33	5.72	4.50	5.58
6	2.56	2.12	2.26	2.18	6.16	2.21	2.26	1.82	2.38

7	.60	.59	.67	.62	.25	.62	.43	.31	.51
8	.27	.14	.16	.15	1.38	.18	.10	.08	.13
9	.00	.03	.03	.03	.01	.03	.01	.01	.02
10	.00	.00	.01	.00	.23	.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.85	4.47	4.85	8.53	0.58	0.53	8.12	0.58
APE		35.07	35.10	35.06	34.64	12.90	20.76	23.26	18.36

Schedule # 327

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
google.com	9.90	15.17
netscape.com	3.79	5.07
amazon.com	3.19	5.62
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	33.28	20.96	27.12	31.22	32.05	32.87	33.32	31.78	32.87
1	13.97	34.07	30.63	28.28	18.91	15.35	15.42	16.22	14.77
2	34.70	26.30	21.45	18.86	31.09	32.14	30.88	32.17	32.75
3	10.26	12.82	11.78	10.91	7.12	11.45	11.98	12.10	11.44
4	4.31	4.43	5.50	5.74	8.51	5.61	6.08	5.80	5.90
5	2.40	1.15	2.27	2.81	.64	1.80	1.68	1.45	1.68
6	.71	.23	.84	1.28	1.45	.59	.51	.39	.48
7	.38	.04	.29	.55	.02	.14	.11	.07	.10
8	.00	.01	.09	.22	.19	.03	.02	.01	.02
9	.00	.00	.02	.08	.00	.01	.00	.00	.00
10	.00	.00	.01	.03	.02	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		18.47	9.23	3.06	1.84	0.61	0.06	2.25	0.61
APE		49.85	49.60	50.54	28.42	11.14	14.94	14.54	10.15

Schedule # 328

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	59.96	50.16	57.92	59.48	57.01	58.69	58.81	59.09	58.69
1	20.68	35.21	25.65	23.97	24.17	22.93	22.84	22.04	22.51
2	13.26	11.74	10.33	9.91	15.05	12.63	12.77	13.06	13.16
3	4.42	2.47	3.93	4.05	1.98	3.95	3.83	4.08	4.03
4	1.20	.37	1.43	1.61	1.57	1.35	1.33	1.34	1.28
5	.38	.04	.49	.62	.05	.34	.32	.31	.27
6	.11	.00	.16	.23	.16	.09	.08	.07	.06
7	.00	.00	.05	.08	.00	.02	.02	.01	.01
8	.00	.00	.02	.03	.01	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		24.48	5.09	1.25	7.37	3.17	2.87	2.17	3.17
APE		48.15	22.10	19.73	21.18	8.94	8.69	5.39	6.42

Schedule # 329

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
lycos.com	3.11	4.80
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	59.85	48.71	57.63	59.18	57.89	58.13	58.28	58.91	58.13
1	19.91	35.68	25.03	23.42	21.31	22.51	22.52	21.07	21.91
2	12.93	12.41	10.48	10.03	16.29	12.88	12.92	13.28	13.66
3	5.02	2.73	4.24	4.31	2.03	4.29	4.16	4.58	4.35
4	1.75	.42	1.66	1.82	2.12	1.60	1.56	1.62	1.49

5	.49	.05	.62	.75	.07	.44	.41	.41	.36
6	.00	.00	.22	.30	.26	.12	.11	.10	.09
7	.05	.00	.08	.12	.00	.03	.02	.02	.02
8	.00	.00	.03	.04	.03	.01	.00	.00	.00
9	.00	.00	.01	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	27.75	5.53	1.89	4.88	4.28	3.91	2.34	4.28	
APE	50.81	22.07	19.65	22.12	9.29	9.69	5.70	9.74	

Schedule # 330

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	63.50	53.43	61.43	62.87	60.11	61.83	61.87	62.46	61.83
1	18.88	34.02	23.86	22.28	23.42	21.83	22.01	20.70	21.34
2	12.06	10.29	9.24	8.90	13.12	11.23	11.20	11.54	11.89
3	4.04	1.96	3.50	3.61	1.80	3.52	3.40	3.74	3.54
4	1.15	.27	1.28	1.45	1.34	1.18	1.14	1.20	1.08
5	.33	.03	.45	.57	.05	.31	.29	.29	.24
6	.00	.00	.15	.22	.15	.08	.07	.07	.05
7	.05	.00	.05	.08	.00	.02	.01	.01	.01
8	.00	.00	.02	.03	.02	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	27.59	5.67	1.95	9.29	4.58	4.47	2.85	4.58	
APE	55.40	24.00	21.42	23.37	12.22	13.12	7.78	9.26	

Schedule # 331

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
geocities.com	2.92	5.56
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	16.75	10.94	11.56	10.96	22.10	16.36	17.46	11.27	16.36
1	10.20	25.59	25.65	25.60	12.87	12.14	13.96	19.62	14.43
2	42.33	28.45	27.77	28.42	33.39	39.42	34.22	38.69	36.55
3	15.71	19.97	19.50	19.95	9.99	16.85	16.06	14.17	15.37
4	9.98	9.93	9.95	9.93	15.09	10.36	13.52	12.44	12.32
5	3.33	3.72	3.92	3.73	1.89	3.29	3.60	2.84	3.58
6	1.20	1.09	1.24	1.09	3.75	1.13	.99	.82	1.12
7	.33	.25	.32	.26	.13	.33	.16	.13	.22
8	.05	.05	.07	.05	.69	.09	.02	.02	.04
9	.11	.01	.01	.01	.00	.02	.00	.00	.01
10	.00	.00	.00	.00	.10	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		6.98	6.23	7.60	6.43	0.47	0.85	6.58	0.47
APE		41.15	41.55	41.18	33.02	7.94	19.88	21.95	15.90

Schedule # 332

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	31.75	19.45	26.63	28.32	32.34	30.32	30.52	28.66	30.32
1	18.00	33.18	29.59	28.69	15.98	20.03	20.03	20.87	19.33
2	27.06	26.90	21.16	20.07	32.29	27.21	26.82	28.38	27.61

3	13.20	13.77	12.16	11.75	6.63	12.20	12.30	12.58	12.68
4	6.66	4.99	6.05	6.13	9.89	6.69	6.98	6.73	6.95
5	1.75	1.36	2.70	2.92	.67	2.35	2.26	1.96	2.17
6	1.09	.29	1.09	1.29	1.87	.90	.83	.64	.74
7	.33	.05	.41	.53	.03	.23	.20	.13	.17
8	.16	.01	.14	.20	.27	.06	.05	.03	.04
9	.00	.00	.04	.07	.00	.01	.01	.00	.01
10	.00	.00	.01	.02	.03	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		18.02	7.50	5.16	0.86	2.10	1.80	4.53	2.10
APE		28.13	29.66	31.31	28.35	6.17	6.61	8.60	5.49

Schedule # 333

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
amazon.com	3.19	5.62
lycos.com	3.11	4.80
earthlink.net	2.35	3.16
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	8.67	5.50	6.52	5.52	15.71	9.42	10.34	4.08	9.42
1	8.29	17.17	17.90	17.18	7.41	10.38	12.28	16.34	12.55
2	35.95	25.45	24.58	25.43	31.79	30.20	26.60	31.58	28.42
3	20.68	23.83	22.40	23.80	10.28	21.04	19.47	19.66	19.46
4	13.75	15.81	15.17	15.79	21.43	16.46	17.55	16.66	16.64
5	6.71	7.90	8.10	7.90	3.41	7.40	8.30	7.02	7.85
6	3.82	3.08	3.53	3.09	7.41	3.29	3.90	3.33	3.86
7	1.09	.96	1.29	.97	.42	1.19	1.17	.97	1.27
8	.76	.24	.40	.25	1.77	.43	.32	.30	.41
9	.16	.05	.10	.05	.02	.14	.06	.06	.10
10	.11	.01	.02	.01	.32	.04	.01	.01	.02
11	.00	.00	.00	.00	.00	.01	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00

AER	3.47	2.35	3.47	7.71	0.82	1.83	5.03	0.82
APE	29.98	29.03	29.92	35.13	13.86	22.71	19.63	19.45

Schedule # 334

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
geocities.com	2.92	5.56
overture.com	2.21	3.98
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	12.66	7.60	8.98	7.78	17.32	12.57	13.60	5.13	12.57
1	9.38	20.91	21.46	20.99	10.75	11.60	13.50	20.25	12.91
2	37.64	27.31	25.94	27.13	32.46	33.57	29.16	35.11	31.74
3	18.93	22.53	21.03	22.33	11.58	19.76	18.44	17.40	19.00
4	12.77	13.16	12.79	13.12	18.17	13.68	15.75	14.60	14.75
5	4.91	5.79	6.19	5.85	2.98	5.50	6.30	5.00	5.86
6	2.24	1.99	2.47	2.05	5.20	2.18	2.48	1.94	2.36
7	.82	.55	.83	.58	.28	.79	.60	.43	.62
8	.38	.12	.24	.13	1.07	.26	.13	.10	.15
9	.27	.02	.06	.03	.01	.07	.02	.02	.03
10	.00	.00	.01	.00	.17	.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.02	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		5.79	4.21	5.79	5.34	0.10	1.08	8.62	0.10
APE		31.78	31.81	31.75	29.62	10.35	21.09	20.69	15.14

Schedule # 335

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	26.35	16.81	21.30	21.32	28.88	24.81	25.08	22.85	24.81

1	17.24	31.35	29.71	29.70	15.76	19.80	19.55	20.68	18.81
2	32.52	27.78	23.74	23.72	32.92	31.06	30.83	32.70	31.76
3	12.55	15.54	14.09	14.08	7.81	13.57	13.83	14.05	14.27
4	7.58	6.16	6.83	6.83	11.07	7.30	7.47	7.10	7.36
5	2.62	1.84	2.84	2.84	.93	2.35	2.26	1.91	2.14
6	.82	.43	1.03	1.04	2.21	.83	.76	.57	.67
7	.27	.08	.34	.34	.04	.21	.17	.11	.15
8	.05	.01	.10	.10	.33	.05	.04	.02	.03
9	.00	.00	.03	.03	.00	.01	.01	.00	.01
10	.00	.00	.01	.01	.04	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.95	6.86	6.23	3.44	2.09	1.72	4.75	2.09
APE		33.48	32.76	32.78	18.66	7.70	8.05	9.16	6.86

Schedule # 336

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
go.com	4.26	6.60
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	16.20	10.52	10.97	10.60	21.54	15.74	16.74	10.02	15.74
1	10.04	25.08	25.14	25.09	12.65	12.13	13.94	20.04	13.95
2	41.24	28.39	27.90	28.31	33.33	38.86	34.01	38.88	36.68
3	17.35	20.30	19.94	20.24	10.18	17.36	16.45	14.46	16.08
4	9.93	10.28	10.29	10.28	15.42	10.76	13.75	12.54	12.30
5	3.55	3.92	4.07	3.95	1.99	3.50	3.81	2.98	3.72
6	1.20	1.17	1.28	1.19	3.89	1.21	1.09	.90	1.22
7	.33	.28	.33	.29	.15	.33	.18	.15	.26
8	.11	.05	.07	.06	.73	.09	.03	.03	.05
9	.00	.01	.01	.01	.00	.02	.00	.00	.01
10	.05	.00	.00	.00	.10	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00

19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		6.78	6.24	8.28	6.37	0.55	0.64	7.37	0.55
APE		37.90	38.29	37.92	33.76	6.52	19.69	22.72	14.90

Schedule # 337

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
ebay.com	13.12	19.86
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
geocities.com	2.92	5.56
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	29.51	18.94	23.25	26.19	29.40	28.86	29.30	26.46	28.86
1	14.68	32.86	30.86	29.38	18.91	16.45	16.84	19.20	16.84
2	35.90	27.08	23.37	21.24	31.58	33.24	31.32	33.32	32.04
3	10.64	14.10	13.10	12.35	8.11	12.78	13.38	12.88	13.37
4	5.95	5.20	5.98	6.22	9.25	6.00	6.67	6.14	6.54
5	2.67	1.44	2.33	2.81	.83	1.91	1.84	1.52	1.75
6	.49	.31	.80	1.15	1.63	.59	.52	.40	.48
7	.16	.05	.24	.44	.03	.14	.10	.07	.09
8	.00	.01	.07	.15	.23	.03	.02	.01	.02
9	.00	.00	.02	.05	.00	.01	.00	.00	.00
10	.00	.00	.00	.01	.02	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		15.00	8.88	4.68	0.16	0.92	0.30	4.33	0.92
APE		46.45	45.42	46.29	25.17	10.70	15.80	15.42	14.70

Schedule # 338

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	56.25	45.74	54.06	55.47	54.73	54.82	54.97	55.26	54.82
1	21.39	36.49	26.85	25.40	22.22	23.85	23.83	22.89	23.30
2	15.38	13.82	11.63	11.18	18.09	14.30	14.29	14.67	14.95
3	4.20	3.31	4.69	4.76	2.26	4.67	4.61	4.91	4.82
4	1.96	.56	1.79	1.95	2.34	1.74	1.71	1.72	1.64
5	.82	.07	.65	.77	.07	.46	.44	.42	.37
6	.00	.01	.22	.29	.26	.13	.12	.10	.09
7	.00	.00	.07	.11	.00	.03	.02	.02	.01
8	.00	.00	.02	.04	.03	.01	.00	.00	.00
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		24.02	5.01	1.74	3.47	3.27	2.93	2.26	3.27
APE		45.05	23.68	21.21	15.77	10.88	10.77	8.41	8.75

Schedule # 339

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	47.30	35.77	44.37	45.35	45.23	45.29	45.31	45.18	45.29
1	22.64	37.74	29.37	28.49	23.39	26.11	26.15	25.55	25.27
2	18.88	18.91	15.00	14.57	23.10	17.45	17.64	18.19	18.41
3	6.60	5.99	6.77	6.76	3.86	7.03	6.97	7.30	7.26
4	3.27	1.34	2.81	2.92	3.73	2.89	2.81	2.79	2.77
5	.98	.23	1.09	1.19	.17	.89	.82	.75	.76
6	.27	.03	.40	.46	.47	.26	.24	.19	.19
7	.05	.00	.14	.17	.00	.06	.05	.04	.04
8	.00	.00	.04	.06	.05	.01	.01	.01	.01
9	.00	.00	.01	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00

17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	21.88	5.56	3.87	3.93	3.81	3.78	4.02	3.81	
APE	35.50	22.05	21.40	17.61	11.06	10.97	9.70	8.69	

Schedule # 340

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
overture.com	2.21	3.98
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.58	2.80	3.00	2.84	11.26	3.67	4.26	2.09	3.67
1	2.62	10.96	11.26	11.02	4.36	6.09	7.74	9.88	9.41
2	34.70	20.38	20.34	20.37	27.83	25.03	23.26	25.00	25.03
3	22.09	23.94	23.53	23.86	9.47	20.68	19.35	19.54	18.08
4	20.73	19.92	19.55	19.85	25.25	24.90	23.94	22.80	21.95
5	8.78	12.48	12.40	12.47	4.94	11.54	11.81	10.57	10.67
6	5.73	6.11	6.23	6.14	11.52	5.63	7.12	7.08	7.38
7	2.62	2.39	2.54	2.42	.96	1.73	1.95	2.07	2.52
8	.82	.76	.85	.78	3.44	.54	.52	.78	1.00
9	.16	.20	.24	.21	.08	.14	.06	.14	.22
10	.16	.04	.06	.05	.76	.04	.00	.03	.06
11	.00	.01	.01	.01	.00	.01	.00	.00	.01
12	.00	.00	.00	.00	.12	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	1.24	1.44	1.24	1.24	9.84	2.12	2.72	0.52	2.12
APE	30.34	30.52	30.37	30.37	41.12	23.27	28.61	25.87	26.09

Schedule # 341

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
geocities.com	2.92	5.56
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

excite.com		1.94		2.51						
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD	
0	54.50	43.73	52.03	53.37	51.13	52.77	53.03	53.24	52.77	
1	21.60	36.93	27.59	26.24	25.33	24.40	24.33	23.51	24.04	
2	15.49	14.81	12.32	11.87	18.16	15.25	15.10	15.46	15.68	
3	5.95	3.75	5.05	5.11	2.82	5.06	5.03	5.32	5.13	
4	1.80	.67	1.95	2.10	2.20	1.85	1.86	1.87	1.80	
5	.55	.09	.71	.83	.09	.50	.49	.46	.44	
6	.11	.01	.24	.31	.24	.13	.13	.11	.11	
7	.00	.00	.08	.11	.00	.03	.03	.02	.02	
8	.00	.00	.02	.04	.02	.01	.01	.00	.00	
9	.00	.00	.01	.01	.00	.00	.00	.00	.00	
10	.00	.00	.00	.00	.00	.00	.00	.00	.00	
11	.00	.00	.00	.00	.00	.00	.00	.00	.00	
12	.00	.00	.00	.00	.00	.00	.00	.00	.00	
13	.00	.00	.00	.00	.00	.00	.00	.00	.00	
14	.00	.00	.00	.00	.00	.00	.00	.00	.00	
15	.00	.00	.00	.00	.00	.00	.00	.00	.00	
16	.00	.00	.00	.00	.00	.00	.00	.00	.00	
17	.00	.00	.00	.00	.00	.00	.00	.00	.00	
18	.00	.00	.00	.00	.00	.00	.00	.00	.00	
19	.00	.00	.00	.00	.00	.00	.00	.00	.00	
20	.00	.00	.00	.00	.00	.00	.00	.00	.00	
AER		23.67	5.43	2.42	7.41	3.80	3.23	2.77	3.80	
APE		43.74	23.32	22.07	23.16	8.99	9.27	6.04	7.87	

Schedule # 342

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	49.59	37.57	47.70	49.24	46.79	48.49	48.51	48.88	48.49
1	23.13	37.69	27.60	26.24	24.38	24.20	24.53	23.14	23.28
2	16.04	17.96	13.74	13.12	20.83	16.44	16.44	17.03	17.49
3	6.98	5.41	6.34	6.29	3.93	6.75	6.47	6.98	7.01
4	2.67	1.15	2.76	2.91	3.33	2.87	2.80	2.85	2.74
5	.98	.19	1.15	1.29	.22	.90	.88	.83	.75
6	.44	.02	.45	.55	.45	.27	.28	.23	.20
7	.16	.00	.17	.23	.01	.06	.07	.05	.04
8	.00	.00	.06	.09	.06	.01	.02	.01	.01
9	.00	.00	.02	.03	.00	.00	.00	.00	.00
10	.00	.00	.01	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	23.84	3.75	0.67	5.55	2.18	2.14	1.41	2.18	
APE	41.54	15.43	15.04	21.31	4.48	5.57	3.29	4.56	

Schedule # 343

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	2.18	3.21	3.43	3.27	11.38	4.46	5.16	2.63	4.46
1	2.62	12.05	12.33	12.13	5.42	6.50	8.35	10.97	9.64
2	39.17	21.47	21.39	21.45	28.14	26.75	24.40	24.64	26.40
3	19.86	24.17	23.74	24.05	10.81	20.66	19.34	20.59	18.11
4	18.39	19.27	18.93	19.17	24.23	24.28	23.40	23.23	21.77
5	9.87	11.57	11.52	11.55	5.18	10.54	10.96	9.50	9.92
6	5.13	5.43	5.55	5.46	10.27	4.55	6.32	6.29	6.64
7	1.58	2.04	2.17	2.07	.92	1.54	1.62	1.56	2.10
8	.76	.62	.70	.64	2.87	.50	.40	.49	.75
9	.16	.16	.19	.16	.07	.17	.05	.08	.17
10	.11	.03	.04	.03	.60	.04	.00	.02	.04
11	.05	.01	.01	.01	.00	.01	.00	.00	.01
12	.05	.00	.00	.00	.09	.00	.00	.00	.00
13	.05	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	1.05	1.28	1.05	9.41	2.33	3.05	0.46	2.33	
APE	35.92	35.65	35.82	42.99	25.31	29.73	31.27	27.84	

Schedule # 344

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
lycos.com	3.11	4.80
cnn.com	2.59	4.31

msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.58	2.90	3.11	2.95	12.18	3.68	4.24	.90	3.68
1	1.91	11.25	11.55	11.31	3.92	6.14	7.69	10.67	9.54
2	36.44	20.68	20.62	20.67	28.69	25.76	24.08	25.49	27.26
3	21.88	24.01	23.60	23.93	8.33	20.42	19.13	20.33	16.80
4	21.06	19.75	19.39	19.68	25.56	25.32	24.42	23.98	20.96
5	8.29	12.24	12.16	12.22	4.25	10.96	11.28	9.44	10.30
6	5.78	5.92	6.04	5.95	11.73	5.54	6.96	6.74	7.48
7	1.42	2.29	2.43	2.32	.80	1.54	1.72	1.66	2.57
8	1.25	.72	.81	.74	3.55	.47	.46	.66	1.09
9	.33	.19	.22	.19	.07	.12	.04	.11	.23
10	.00	.04	.05	.04	.78	.03	-.01	.03	.07
11	.05	.01	.01	.01	.00	.01	.00	.00	.01
12	.00	.00	.00	.00	.13	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.34	1.55	1.34	10.77	2.13	2.70	0.69	2.13
APE		34.80	35.19	34.88	42.62	25.12	30.34	27.86	27.66

Schedule # 345

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	58.21	47.22	56.14	57.77	54.86	56.75	56.83	57.34	56.75
1	20.57	36.10	25.65	23.98	24.32	22.65	23.08	21.81	22.33
2	13.69	13.11	10.96	10.46	16.08	13.73	13.38	13.74	14.12
3	5.24	3.01	4.48	4.54	2.47	4.69	4.44	4.82	4.72
4	1.69	.49	1.75	1.93	1.93	1.63	1.66	1.71	1.59
5	.38	.06	.66	.80	.09	.43	.45	.44	.38
6	.22	.01	.24	.32	.22	.10	.13	.11	.09
7	.00	.00	.08	.12	.00	.02	.03	.02	.02
8	.00	.00	.03	.05	.03	.00	.01	.00	.00
9	.00	.00	.01	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00

13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	26.30	4.95	1.27	8.02	3.49	3.30	2.08	3.49	
APE	48.03	21.66	19.86	22.66	6.99	9.21	4.59	7.08	

Schedule # 346

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	49.97	39.90	46.87	48.15	48.97	48.59	48.68	47.90	48.59
1	22.59	37.51	30.04	28.77	22.96	25.52	25.45	26.16	25.33
2	18.82	16.75	14.16	13.67	21.69	17.16	17.20	17.59	17.40
3	5.51	4.73	5.76	5.82	2.92	5.84	5.81	5.70	5.88
4	2.56	.94	2.12	2.30	3.03	2.19	2.16	2.04	2.14
5	.49	.14	.72	.85	.09	.53	.53	.47	.51
6	.05	.02	.23	.29	.32	.13	.14	.11	.13
7	.00	.00	.07	.10	.00	.02	.03	.02	.02
8	.00	.00	.02	.03	.03	.00	.01	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	20.13	6.20	3.66	2.00	2.76	2.58	4.14	2.76	
APE	39.52	26.58	25.26	13.99	10.85	10.69	11.21	10.13	

Schedule # 347

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62

lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	33.28	21.36	28.56	30.29	31.16	31.83	32.16	30.85	31.83
1	18.77	34.28	30.14	29.12	20.92	20.84	20.88	21.25	20.03
2	27.55	26.13	20.64	19.55	30.22	27.02	26.17	27.30	27.83
3	11.73	12.58	11.41	11.06	7.69	11.77	12.13	12.56	11.87
4	5.62	4.29	5.48	5.59	7.84	5.60	6.02	5.85	5.84
5	1.85	1.10	2.36	2.59	.69	2.02	1.89	1.64	1.89
6	.87	.22	.93	1.11	1.27	.69	.58	.44	.56
7	.22	.04	.33	.44	.02	.18	.13	.09	.13
8	.00	.00	.11	.17	.17	.04	.03	.02	.03
9	.11	.00	.03	.06	.00	.01	.00	.00	.00
10	.00	.00	.01	.02	.02	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		17.87	7.07	4.59	3.18	2.17	1.68	3.64	2.17
APE		31.18	29.41	30.73	19.69	4.78	7.27	7.03	3.72

Schedule # 348

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
go.com	4.26	6.60
weather.com	3.33	5.02
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
overture.com	2.21	3.98
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	12.93	8.61	8.89	8.71	21.08	12.94	13.79	5.21	12.94
1	9.22	22.47	22.56	22.50	9.13	11.52	13.25	20.49	14.85
2	41.24	27.84	27.54	27.73	33.91	36.91	32.83	39.66	34.22
3	17.84	21.78	21.50	21.68	8.79	18.52	17.60	15.41	15.74
4	11.46	12.07	12.04	12.06	18.19	13.58	15.54	13.75	14.71
5	4.80	5.04	5.14	5.07	2.06	4.37	4.87	3.65	4.77
6	1.96	1.64	1.73	1.67	5.34	1.57	1.77	1.48	2.08
7	.49	.43	.47	.44	.18	.43	.30	.27	.52
8	.05	.09	.11	.10	1.12	.11	.05	.07	.15
9	.00	.02	.02	.02	.01	.02	.00	.01	.03
10	.00	.00	.00	.00	.18	.01	.00	.00	.01

11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.02	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.96	4.64	4.96	9.36	0.01	0.99	8.87	0.01
APE		36.61	36.69	36.65	35.50	11.94	19.77	22.34	21.04

Schedule # 349

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	12.88	8.85	9.06	8.97	21.24	13.33	14.28	6.10	13.33
1	10.20	22.81	22.88	22.85	9.46	11.89	13.51	20.50	15.13
2	41.30	27.93	27.70	27.80	33.89	36.69	32.54	38.82	34.06
3	17.46	21.61	21.39	21.48	8.90	18.63	17.63	15.58	15.70
4	11.24	11.84	11.81	11.82	17.87	13.02	15.19	13.60	14.37
5	4.20	4.88	4.96	4.93	2.04	4.29	4.82	3.68	4.74
6	1.96	1.57	1.64	1.61	5.17	1.55	1.68	1.40	2.00
7	.65	.41	.44	.43	.17	.44	.30	.25	.50
8	.11	.08	.10	.09	1.07	.13	.05	.06	.13
9	.00	.01	.02	.02	.01	.03	.00	.01	.02
10	.00	.00	.00	.00	.17	.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.02	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.63	4.38	8.54	9.60	0.52	1.61	7.78	0.52
APE		36.82	36.85	36.83	34.84	11.50	20.09	21.30	20.47

Schedule # 350

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86

windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	21.93	14.43	16.71	16.85	25.17	21.90	22.41	16.80	21.90
1	14.62	29.33	28.85	28.82	15.98	16.22	17.31	22.47	17.68
2	37.70	28.32	26.04	25.91	32.98	34.29	31.48	35.35	32.62
3	14.18	17.27	16.22	16.16	9.41	15.88	15.83	14.38	15.11
4	7.69	7.46	7.78	7.79	12.10	7.98	9.09	7.94	8.72
5	2.51	2.43	3.03	3.07	1.32	2.58	2.80	2.20	2.74
6	1.04	.62	1.00	1.02	2.52	.85	.87	.70	.94
7	.22	.13	.28	.29	.07	.22	.17	.14	.22
8	.11	.02	.07	.07	.40	.06	.03	.03	.05
9	.00	.00	.01	.02	.00	.01	.00	.00	.01
10	.00	.00	.00	.00	.05	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.61	6.69	6.61	4.15	0.04	0.61	6.57	0.04
APE		35.98	36.75	36.86	23.59	9.38	16.08	14.68	13.45

Schedule # 351

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
overture.com	2.21	3.98
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	8.57	6.22	6.49	6.24	17.69	8.87	9.63	5.73	8.87
1	7.20	18.54	18.71	18.55	7.34	10.46	11.72	14.40	13.50
2	39.77	26.23	25.98	26.21	32.74	33.87	30.98	34.87	31.56
3	20.62	23.44	23.08	23.42	9.20	19.89	18.84	18.33	17.55
4	14.02	14.84	14.71	14.83	20.84	17.70	18.86	17.61	18.14
5	5.46	7.07	7.15	7.08	2.80	5.89	6.52	5.67	6.25
6	3.38	2.63	2.75	2.64	7.05	2.43	2.78	2.66	3.08
7	.93	.78	.86	.79	.32	.64	.56	.55	.76
8	.00	.19	.22	.19	1.67	.20	.12	.16	.23

9	.05	.04	.05	.04	.02	.04	.01	.02	.04
10	.00	.01	.01	.01	.29	.01	.00	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		2.57	2.27	2.57	9.97	0.33	1.16	3.11	0.33
APE		34.17	33.98	34.16	37.60	16.91	24.19	21.31	25.39

Schedule # 352

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	23.73	14.58	19.08	18.53	24.57	22.30	22.50	19.40	22.30
1	16.31	29.47	28.35	28.51	17.05	19.43	19.43	21.27	18.58
2	33.22	28.29	24.10	24.56	32.56	30.26	29.70	32.04	30.39
3	14.02	17.16	15.20	15.43	9.92	15.07	15.41	15.62	16.11
4	7.80	7.37	7.83	7.81	11.66	8.28	8.61	8.17	8.66
5	2.62	2.38	3.45	3.35	1.39	3.12	2.97	2.51	2.82
6	1.69	.60	1.34	1.25	2.35	1.14	1.04	.77	.89
7	.55	.12	.46	.41	.07	.30	.26	.17	.20
8	.00	.02	.14	.12	.37	.08	.06	.04	.04
9	.05	.00	.04	.03	.00	.01	.01	.01	.01
10	.00	.00	.01	.01	.04	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.00	6.10	6.94	1.10	1.87	1.61	5.68	1.87
APE		30.80	31.20	31.13	15.98	11.84	13.41	12.59	12.43

Schedule # 353

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63

google.com	9.90	15.17
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	31.31	19.57	24.34	27.69	30.80	30.36	30.49	27.90	30.36
1	13.80	33.26	30.90	29.13	18.16	15.96	16.35	18.40	16.18
2	34.04	26.85	22.84	20.52	31.69	32.38	31.50	33.39	31.73
3	12.49	13.69	12.69	11.89	7.47	12.74	12.81	12.39	13.05
4	5.51	4.94	5.81	6.06	9.22	6.05	6.39	5.91	6.34
5	2.02	1.34	2.29	2.80	.74	1.81	1.79	1.49	1.73
6	.65	.29	.80	1.19	1.64	.55	.53	.41	.49
7	.11	.05	.25	.47	.03	.13	.11	.08	.10
8	.05	.01	.07	.17	.23	.03	.02	.01	.02
9	.00	.00	.02	.06	.00	.00	.00	.00	.00
10	.00	.00	.00	.02	.02	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		17.09	10.15	5.37	0.74	1.38	1.19	4.96	1.38
APE		43.03	42.80	46.43	26.19	7.22	9.71	9.59	9.56

Schedule # 354

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	20.19	12.45	15.59	14.58	24.71	20.08	20.71	14.75	20.08
1	14.57	27.34	27.04	27.18	12.68	16.25	16.85	21.82	17.44
2	35.13	28.51	25.40	26.33	33.99	32.34	29.88	34.06	31.21
3	16.15	18.78	16.96	17.52	8.71	16.54	16.64	15.69	15.62
4	8.35	8.76	8.94	8.92	14.33	9.41	10.42	9.33	9.93
5	3.49	3.08	3.92	3.69	1.43	3.46	3.72	2.97	3.71
6	1.53	.84	1.47	1.28	3.40	1.35	1.35	1.06	1.47

7	.44	.19	.48	.38	.09	.41	.33	.24	.41
8	.00	.03	.14	.10	.59	.13	.08	.06	.11
9	.16	.00	.04	.02	.00	.03	.01	.01	.02
10	.00	.00	.01	.00	.08	.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.70	5.76	7.09	5.66	0.14	0.65	6.82	0.14
APE		30.03	30.57	30.20	27.03	8.06	13.58	13.98	11.85

Schedule # 355

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
google.com	9.90	15.17
weather.com	3.33	5.02
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	24.00	16.50	18.79	20.14	27.36	24.37	24.90	20.18	24.37
1	15.66	31.11	30.35	29.86	17.13	16.56	17.41	21.92	17.98
2	38.41	27.86	25.66	24.49	32.53	34.97	32.30	35.49	32.99
3	12.44	15.76	14.98	14.53	8.67	14.59	14.70	13.25	14.21
4	6.33	6.31	6.74	6.89	10.78	6.71	7.82	6.85	7.53
5	2.24	1.90	2.47	2.75	1.05	1.97	2.15	1.70	2.13
6	.55	.45	.76	.95	2.09	.61	.60	.49	.64
7	.33	.08	.20	.29	.05	.17	.11	.09	.13
8	.05	.01	.05	.08	.31	.05	.02	.02	.03
9	.00	.00	.01	.02	.00	.01	.00	.00	.00
10	.00	.00	.00	.00	.03	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.87	6.86	5.13	4.42	0.49	1.18	5.03	0.49
APE		39.57	40.75	41.80	24.83	9.70	15.79	14.97	14.64

Schedule # 356

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
msnbc.com	2.37	3.93
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	48.34	37.26	45.37	46.74	47.01	46.80	46.92	46.52	46.80
1	22.26	37.71	29.52	28.26	22.31	25.27	25.22	25.15	24.74
2	19.09	18.13	14.67	14.10	23.27	17.69	17.76	18.29	18.31
3	6.76	5.50	6.41	6.42	3.27	6.56	6.48	6.63	6.71
4	2.45	1.18	2.57	2.73	3.58	2.68	2.64	2.56	2.58
5	.87	.19	.96	1.10	.12	.73	.71	.64	.65
6	.11	.02	.33	.42	.41	.21	.21	.17	.17
7	.11	.00	.11	.15	.00	.04	.04	.03	.03
8	.00	.00	.03	.05	.04	.01	.01	.01	.01
9	.00	.00	.01	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.45	5.75	3.25	2.57	2.98	2.75	3.52	2.98
APE		38.37	24.20	23.73	19.45	9.99	9.87	8.34	7.38

Schedule # 357

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
go.com	4.26	6.60
netscape.com	3.79	5.07
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	16.04	10.80	11.14	10.83	25.88	16.20	17.32	11.17	16.20
1	9.77	25.43	25.47	25.43	8.20	11.59	12.70	17.85	13.88
2	44.19	28.43	28.06	28.40	35.24	40.83	36.53	41.96	38.49
3	14.89	20.08	19.81	20.05	6.45	14.83	14.50	12.38	13.18
4	10.26	10.04	10.06	10.04	17.07	11.95	14.45	13.01	13.31

5	3.00	3.78	3.90	3.79	1.23	3.03	3.13	2.37	3.12
6	1.42	1.11	1.20	1.12	4.75	1.20	1.19	1.06	1.44
7	.27	.26	.30	.27	.09	.27	.15	.15	.27
8	.16	.05	.06	.05	.94	.07	.02	.04	.08
9	.00	.01	.01	.01	.00	.01	.00	.00	.01
10	.00	.00	.00	.00	.13	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		6.24	5.84	6.74	11.72	0.19	1.52	5.80	0.19
APE		45.32	45.51	45.31	38.08	8.67	18.81	20.01	17.63

Schedule # 358

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	10.09	6.67	7.51	6.73	17.78	10.91	11.88	2.03	10.91
1	9.71	19.35	19.81	19.38	8.13	11.08	12.77	20.35	13.10
2	38.46	26.64	25.83	26.58	32.90	32.72	28.86	36.24	31.68
3	16.69	23.16	22.11	23.09	9.74	20.18	18.82	17.65	17.85
4	15.22	14.27	13.93	14.25	20.15	15.16	16.85	15.33	15.40
5	5.56	6.62	6.86	6.63	2.78	6.08	6.90	5.31	6.60
6	2.89	2.40	2.73	2.42	6.48	2.60	2.99	2.35	3.15
7	.76	.70	.90	.71	.29	.86	.74	.55	.95
8	.38	.16	.25	.17	1.46	.30	.18	.15	.29
9	.16	.03	.06	.03	.01	.08	.02	.03	.06
10	.05	.01	.01	.01	.24	.02	.00	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.80	2.87	3.80	8.55	0.91	1.99	8.96	0.91
APE		34.35	34.82	34.36	30.37	13.08	20.32	17.06	14.71

Schedule # 359

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	33.82	21.11	27.76	29.94	30.96	31.74	31.69	30.03	31.74
1	17.40	34.15	30.40	29.13	20.72	20.61	20.64	21.51	19.74
2	27.00	26.23	21.08	19.68	30.39	26.42	26.88	28.14	27.42
3	12.00	12.73	11.62	11.17	7.73	12.25	12.00	12.22	12.51
4	7.53	4.38	5.50	5.65	7.97	6.39	6.19	5.95	6.20
5	1.47	1.13	2.32	2.61	.70	1.89	1.86	1.60	1.76
6	.60	.23	.89	1.12	1.30	.55	.58	.44	.50
7	.16	.04	.31	.45	.02	.12	.13	.08	.10
8	.00	.00	.10	.17	.17	.03	.03	.02	.02
9	.00	.00	.03	.06	.00	.00	.00	.00	.00
10	.00	.00	.01	.02	.02	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.21	9.16	6.00	4.32	3.14	3.22	5.73	3.14
APE		33.59	34.39	36.22	19.98	8.64	7.81	11.24	7.66

Schedule # 360

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
weather.com	3.33	5.02
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	29.24	17.41	24.07	25.04	29.15	27.73	27.71	25.23	27.73
1	17.84	31.81	29.07	28.62	16.62	20.54	20.41	21.85	19.79
2	27.66	27.60	21.99	21.32	32.45	26.25	26.59	28.42	26.71

3	13.26	15.12	13.14	12.86	7.89	13.48	13.55	13.76	14.12
4	7.75	5.87	6.72	6.75	10.54	7.86	7.77	7.46	7.92
5	2.45	1.72	3.05	3.19	.91	2.80	2.69	2.32	2.62
6	1.53	.39	1.25	1.38	2.05	1.02	.97	.75	.87
7	.16	.07	.47	.55	.04	.25	.24	.16	.19
8	.11	.01	.16	.20	.31	.06	.06	.03	.04
9	.00	.00	.05	.07	.00	.01	.01	.01	.01
10	.00	.00	.01	.02	.03	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.72	7.31	5.85	0.13	2.13	2.16	5.67	2.13
APE		28.02	27.35	28.25	23.43	7.70	6.91	9.27	6.88

Schedule # 361

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	.71	1.84	2.01	1.88	8.89	2.75	3.32	1.64	2.75
1	1.36	8.06	8.39	8.13	3.27	5.04	6.63	7.79	7.40
2	28.59	16.85	16.94	16.87	24.52	19.73	18.45	19.76	21.32
3	22.42	22.38	22.03	22.30	9.01	19.86	18.53	19.29	17.74
4	20.62	21.17	20.70	21.06	26.11	24.06	22.76	22.38	20.50
5	12.06	15.18	14.95	15.13	6.11	14.63	14.58	13.57	13.34
6	7.58	8.57	8.62	8.58	13.99	8.49	9.78	9.32	9.54
7	3.66	3.90	4.06	3.94	1.58	3.46	3.98	3.88	4.42
8	1.91	1.46	1.59	1.49	4.81	1.33	1.52	1.69	2.05
9	.60	.45	.52	.47	.19	.45	.37	.49	.67
10	.38	.12	.15	.12	1.23	.15	.07	.14	.21
11	.05	.03	.03	.03	.01	.04	.00	.03	.05
12	.05	.00	.01	.01	.24	.01	.00	.01	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.03	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00

20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	1.14	1.31	1.14	8.24	2.05	2.63	0.94	2.05	
APE	24.48	24.34	24.44	44.05	23.40	27.71	24.42	22.69	

Schedule # 362

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.69	3.07	3.28	3.16	12.22	3.85	4.48	1.00	3.85
1	2.07	11.58	11.88	11.72	4.30	6.21	7.91	11.04	9.09
2	36.82	20.87	20.81	20.85	28.53	26.05	24.12	25.33	27.08
3	22.59	23.87	23.47	23.69	8.82	20.57	19.28	20.60	17.93
4	19.09	19.46	19.11	19.30	25.01	25.01	23.98	23.62	20.97
5	9.55	12.02	11.95	11.99	4.45	10.90	11.27	9.50	10.34
6	5.02	5.84	5.96	5.90	11.36	5.17	6.71	6.51	7.15
7	1.75	2.29	2.43	2.35	.85	1.56	1.75	1.65	2.37
8	.76	.74	.82	.77	3.45	.47	.46	.60	.93
9	.38	.20	.23	.21	.07	.15	.05	.11	.22
10	.27	.04	.06	.05	.78	.04	-.01	.03	.06
11	.00	.01	.01	.01	.00	.01	.00	.00	.01
12	.00	.00	.00	.00	.13	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.40	1.62	1.40	10.71	2.20	2.84	0.70	2.20
APE		31.92	31.71	31.80	47.00	25.73	31.59	29.79	27.86

Schedule # 363

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02

mcafee.com	3.00	3.71
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	18.99	11.39	14.81	13.02	22.16	19.07	19.69	13.27	19.07
1	14.02	26.00	25.95	26.05	13.48	15.43	16.35	21.41	16.40
2	34.75	28.34	25.00	26.64	33.24	31.77	29.10	33.64	31.59
3	16.75	19.61	17.36	18.47	10.16	17.01	16.91	16.21	15.32
4	8.57	9.67	9.63	9.70	14.64	10.25	11.21	10.17	10.49
5	4.26	3.61	4.50	4.10	1.87	4.05	4.35	3.49	4.45
6	1.69	1.06	1.82	1.44	3.55	1.65	1.74	1.35	1.88
7	.65	.25	.65	.43	.13	.54	.48	.34	.57
8	.11	.05	.21	.11	.65	.17	.13	.09	.17
9	.22	.01	.06	.03	.00	.05	.03	.02	.04
10	.00	.00	.02	.00	.09	.01	.01	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.38	5.16	7.28	3.91	0.10	0.86	7.06	0.10
APE		30.00	29.63	29.39	25.11	8.55	13.96	15.16	11.85

Schedule # 364

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	57.39	46.48	55.08	56.78	55.85	56.03	56.25	56.45	56.03
1	20.08	36.24	26.26	24.52	21.38	22.67	22.76	22.02	22.36
2	15.49	13.49	11.28	10.75	17.90	14.34	14.07	14.40	14.71
3	4.75	3.19	4.58	4.65	2.14	4.68	4.54	4.80	4.74
4	1.75	.54	1.78	1.97	2.36	1.71	1.75	1.76	1.67
5	.33	.07	.66	.81	.07	.44	.46	.44	.38
6	.16	.01	.24	.32	.28	.11	.13	.11	.09
7	.05	.00	.08	.12	.00	.02	.03	.02	.02
8	.00	.00	.03	.05	.03	.00	.01	.00	.00

9	.00	.00	.01	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	25.60	5.42	1.64	3.61	3.19	2.68	2.21	3.19	
APE	50.20	25.98	24.15	17.34	9.48	10.56	7.70	7.74	

Schedule # 365

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	49.70	35.98	46.85	48.22	45.54	47.26	47.22	47.91	47.26
1	21.22	37.65	27.29	26.12	24.41	24.39	24.92	22.90	23.41
2	16.09	18.80	13.93	13.36	21.07	16.35	16.37	17.03	17.42
3	8.07	5.96	6.66	6.59	4.40	7.29	6.92	7.61	7.61
4	3.11	1.35	3.03	3.14	3.64	3.18	3.06	3.18	3.07
5	1.15	.23	1.32	1.45	.29	1.08	1.04	1.00	.91
6	.49	.03	.55	.65	.54	.33	.35	.29	.25
7	.16	.00	.22	.28	.01	.08	.09	.07	.05
8	.00	.00	.08	.12	.08	.02	.02	.02	.01
9	.00	.00	.03	.05	.00	.00	.00	.00	.00
10	.00	.00	.01	.02	.01	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	27.28	5.67	2.92	8.27	4.85	4.93	3.56	4.85	

APE	48.81	20.14	19.72	26.88	9.17	10.97	7.18	9.18
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Schedule # 366

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	45.23	32.10	41.60	42.47	41.01	42.34	42.36	42.19	42.34
1	21.44	37.43	29.10	28.39	24.85	26.00	26.10	25.29	24.94
2	19.04	20.83	15.84	15.43	23.71	18.19	18.34	19.05	19.27
3	8.67	7.36	7.67	7.62	5.16	8.07	8.02	8.48	8.48
4	3.49	1.85	3.44	3.52	4.26	3.59	3.51	3.51	3.50
5	1.64	.35	1.45	1.54	.33	1.26	1.18	1.08	1.07
6	.38	.05	.58	.64	.59	.41	.38	.31	.30
7	.11	.01	.22	.25	.01	.11	.10	.07	.07
8	.00	.00	.08	.10	.08	.03	.02	.01	.02
9	.00	.00	.03	.03	.00	.01	.00	.00	.00
10	.00	.00	.01	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		23.97	6.63	5.22	7.70	5.28	5.24	5.55	5.28
APE		40.99	22.88	22.42	25.69	11.98	11.90	8.67	8.47

Schedule # 367

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	10.91	7.23	7.46	7.27	17.41	10.76	11.79	3.57	10.76
1	7.42	20.17	20.29	20.19	9.91	10.94	12.50	19.03	13.51
2	41.19	26.86	26.62	26.82	32.15	35.11	30.92	36.92	32.78
3	18.49	22.72	22.43	22.67	11.06	19.12	18.20	16.93	16.84
4	13.09	13.69	13.61	13.67	18.75	15.57	17.65	16.58	17.01
5	5.46	6.25	6.33	6.26	3.08	5.43	6.01	4.71	5.71
6	2.18	2.25	2.34	2.26	5.76	2.11	2.31	1.81	2.49
7	.71	.65	.71	.66	.33	.68	.50	.36	.67
8	.33	.15	.18	.16	1.28	.21	.11	.08	.18
9	.16	.03	.04	.03	.02	.05	.02	.01	.04
10	.05	.01	.01	.01	.22	.01	.00	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.13	3.87	4.13	7.30	0.17	0.99	8.24	0.17
APE		37.24	37.31	37.23	36.20	14.72	24.13	25.65	23.55

Schedule # 368

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	30.50	17.84	25.58	28.61	27.44	28.54	28.72	26.84	28.54
1	17.84	31.99	28.68	27.23	19.42	20.50	20.64	21.19	19.41
2	26.84	27.38	21.10	19.19	31.47	25.98	25.38	26.94	26.27
3	12.88	14.87	12.64	11.78	9.03	13.32	13.55	14.18	14.44
4	6.87	5.76	6.63	6.61	9.56	7.13	7.50	7.36	7.61
5	3.06	1.69	3.14	3.47	1.03	2.95	2.82	2.47	2.64
6	1.42	.39	1.37	1.71	1.72	1.13	1.02	.78	.84
7	.49	.07	.55	.80	.04	.34	.28	.18	.20
8	.05	.01	.21	.36	.25	.09	.07	.04	.05
9	.05	.00	.07	.15	.00	.02	.01	.01	.01
10	.00	.00	.02	.06	.03	.00	.00	.00	.00
11	.00	.00	.01	.02	.00	.00	.00	.00	.00
12	.00	.00	.00	.01	.00	.00	.00	.00	.00

13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	18.22	7.08	6.04	4.40	2.82	2.56	5.27	2.82	
APE	29.78	25.12	28.65	22.75	6.96	9.31	9.83	8.30	

Schedule # 369

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	12.27	8.33	8.69	8.42	20.43	12.65	13.67	4.94	12.65
1	9.82	21.91	22.05	21.95	9.17	11.67	13.34	20.60	14.83
2	40.64	27.52	27.15	27.42	33.45	35.65	31.41	37.99	33.09
3	17.18	21.95	21.56	21.85	9.12	19.10	18.00	16.22	16.31
4	12.33	12.47	12.40	12.45	18.35	13.59	15.62	14.04	14.74
5	4.80	5.37	5.49	5.40	2.26	4.76	5.42	4.14	5.24
6	1.85	1.82	1.94	1.85	5.54	1.79	2.03	1.64	2.30
7	.87	.50	.56	.51	.22	.56	.42	.33	.62
8	.16	.11	.14	.12	1.21	.18	.08	.08	.17
9	.05	.02	.03	.02	.01	.05	.01	.01	.03
10	.00	.00	.00	.00	.20	.01	.00	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.02	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	4.49	4.08	4.49	9.30	0.43	1.60	8.36	0.43	
APE	35.53	35.68	35.53	34.32	11.92	20.78	20.10	19.40	

Schedule # 370

Site	Avg. Aud. (%)	Cume (%)
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yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
weather.com	3.33	5.02
lycos.com	3.11	4.80
cnn.com	2.59	4.31
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.09	2.18	2.37	2.23	9.85	2.96	3.50	1.70	2.96
1	1.53	9.11	9.43	9.21	3.61	5.41	7.00	8.57	8.08
2	30.93	18.17	18.21	18.18	25.84	21.48	20.13	20.70	21.33
3	22.04	23.01	22.63	22.90	9.06	20.43	19.06	20.32	18.80
4	20.68	20.75	20.32	20.62	25.86	24.55	23.39	23.19	22.29
5	11.46	14.19	14.01	14.14	5.59	13.69	13.74	12.46	12.61
6	7.53	7.63	7.71	7.66	13.11	7.48	8.80	8.41	8.53
7	2.35	3.31	3.47	3.36	1.31	2.69	3.13	3.02	3.40
8	1.75	1.18	1.30	1.21	4.32	.94	1.05	1.24	1.45
9	.55	.35	.41	.37	.14	.27	.19	.30	.41
10	.05	.09	.11	.09	1.07	.08	.02	.08	.12
11	.05	.02	.02	.02	.01	.02	.00	.01	.02
12	.00	.00	.00	.00	.20	.01	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.03	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.10	1.29	1.10	8.86	1.89	2.44	0.62	1.89
APE		26.30	26.39	26.25	42.55	22.84	27.73	25.15	25.01

Schedule # 371

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
google.com	9.90	15.17
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	32.57	19.62	26.46	30.09	32.80	31.92	32.38	30.74	31.92
1	14.51	33.17	29.76	27.84	15.54	15.58	15.34	15.97	14.93

2	32.08	26.76	21.29	19.01	32.35	30.62	29.93	31.38	30.96
3	10.97	13.70	12.17	11.28	6.42	12.10	12.45	12.79	12.59
4	5.40	5.00	6.00	6.11	9.98	6.52	6.85	6.60	6.74
5	3.38	1.38	2.65	3.09	.66	2.20	2.10	1.82	2.05
6	.76	.30	1.07	1.47	1.92	.80	.72	.55	.64
7	.33	.05	.40	.66	.03	.21	.17	.11	.14
8	.00	.01	.14	.28	.28	.05	.04	.02	.03
9	.00	.00	.04	.11	.00	.01	.01	.00	.00
10	.00	.00	.01	.04	.03	.00	.00	.00	.00
11	.00	.00	.00	.02	.00	.00	.00	.00	.00
12	.00	.00	.00	.01	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.21	9.06	3.66	0.34	0.96	0.28	2.71	0.96
APE		44.28	43.22	43.32	22.13	9.17	11.03	10.66	9.15

Schedule # 372

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
ebay.com	13.12	19.86
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	29.46	17.88	22.76	25.56	31.72	28.53	28.89	25.93	28.53
1	13.64	32.02	3.00	28.72	13.91	15.45	15.76	17.94	15.28
2	34.04	27.36	23.12	21.13	33.26	32.74	31.59	33.91	33.05
3	12.11	14.85	13.45	12.64	6.45	12.91	12.96	12.56	12.65
4	7.31	5.74	6.48	6.61	11.20	7.21	7.61	7.07	7.41
5	2.56	1.68	2.71	3.13	.73	2.20	2.19	1.82	2.14
6	.71	.39	1.00	1.36	2.30	.74	.77	.61	.73
7	.11	.07	.34	.55	.03	.18	.17	.12	.16
8	.05	.01	.10	.21	.35	.04	.04	.03	.04
9	.00	.00	.03	.07	.00	.01	.01	.00	.01
10	.00	.00	.01	.02	.04	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00

17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.42	9.50	5.43	3.20	1.32	0.81	5.00	1.32
APE		43.45	42.83	44.15	20.47	6.37	8.83	8.49	5.36

Schedule # 373

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
cnn.com	2.59	4.31
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	53.79	43.57	51.98	52.99	52.37	52.36	52.50	52.87	52.36
1	23.24	36.89	27.50	26.49	23.32	25.32	25.24	24.08	24.65
2	14.57	14.90	12.32	11.98	18.59	14.40	14.60	15.04	15.23
3	5.40	3.82	5.09	5.13	2.73	5.24	5.11	5.47	5.37
4	2.29	.70	1.98	2.10	2.53	1.94	1.86	1.90	1.81
5	.60	.10	.73	.83	.11	.55	.51	.49	.45
6	.00	.01	.26	.31	.31	.15	.14	.12	.11
7	.11	.00	.09	.11	.00	.03	.03	.02	.02
8	.00	.00	.03	.04	.03	.01	.01	.00	.00
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.12	3.92	1.73	3.07	3.09	2.79	1.99	3.09
APE		38.45	16.40	14.91	17.20	6.60	6.64	4.52	6.34

Schedule # 374

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86

netscape.com	3.79	5.07
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.42	3.04	3.25	3.13	12.02	3.66	4.11	.69	3.66
1	2.95	11.51	11.80	11.63	4.38	6.24	7.78	10.99	9.15
2	36.12	20.79	20.74	20.77	28.35	25.69	24.19	25.50	26.50
3	21.44	23.86	23.45	23.69	9.04	20.72	19.46	20.68	18.28
4	19.42	19.50	19.15	19.36	24.97	25.18	24.35	23.82	21.45
5	9.77	12.08	12.01	12.05	4.58	11.11	11.34	9.45	10.37
6	6.22	5.89	6.01	5.94	11.33	5.42	6.70	6.52	7.19
7	1.80	2.32	2.45	2.38	.89	1.49	1.66	1.62	2.27
8	.76	.75	.83	.78	3.43	.39	.40	.60	.89
9	.11	.20	.24	.22	.08	.08	.03	.10	.19
10	.00	.04	.06	.05	.78	.01	-.01	.02	.05
11	.00	.01	.01	.01	.00	.00	-.01	.00	.01
12	.00	.00	.00	.00	.13	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.64	1.86	1.64	10.75	2.27	2.73	0.74	2.27
APE		30.13	30.31	30.10	42.59	23.39	26.70	25.17	23.66

Schedule # 375

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
go.com	4.26	6.60
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	53.63	44.34	51.44	53.06	53.36	53.19	53.37	52.86	53.19
1	22.75	36.74	28.60	26.92	21.91	23.85	23.67	24.07	23.63
2	16.80	14.53	12.49	11.96	19.71	15.89	15.88	16.19	16.16
3	4.58	3.65	4.86	4.96	2.20	4.77	4.77	4.71	4.83
4	1.64	.65	1.75	1.96	2.50	1.79	1.77	1.69	1.72
5	.49	.09	.59	.74	.06	.40	.41	.37	.37

6	.05	.01	.19	.27	.25	.10	.11	.09	.09
7	.05	.00	.06	.09	.00	.02	.02	.02	.02
8	.00	.00	.02	.03	.02	.00	.00	.00	.00
9	.00	.00	.00	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	20.03	4.72	1.01	0.58	0.95	0.56	1.66	0.95	
APE	40.26	23.33	22.13	16.58	5.43	5.02	4.96	4.40	

Schedule # 376

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	13.20	5.34	8.39	5.35	14.97	10.97	11.39	3.32	10.97
1	9.06	16.74	18.59	16.74	7.70	13.00	13.14	17.87	12.29
2	26.84	25.03	22.70	25.03	31.06	25.51	24.28	29.45	25.03
3	19.91	23.77	20.03	23.76	10.92	18.70	18.57	19.61	19.34
4	15.28	16.09	14.16	16.08	21.31	16.13	16.93	17.15	17.30
5	7.80	8.25	8.45	8.25	3.79	8.41	8.66	7.51	8.62
6	4.91	3.33	4.38	3.33	7.49	4.57	4.62	3.61	4.36
7	1.91	1.08	2.02	1.09	.50	1.77	1.63	1.06	1.46
8	.93	.29	.83	.29	1.84	.68	.58	.33	.49
9	.16	.06	.31	.06	.03	.19	.15	.07	.11
10	.00	.01	.10	.01	.35	.05	.04	.02	.03
11	.00	.00	.03	.00	.00	.01	.01	.00	.00
12	.00	.00	.01	.00	.05	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00

21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.06	5.54	9.06	2.04	2.57	2.09	11.38	2.57
APE		20.47	19.11	20.44	34.62	10.09	13.21	19.29	11.49

Schedule # 377

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	7.47	5.21	5.45	5.21	15.38	7.64	8.30	2.09	7.64
1	6.76	16.47	16.68	16.47	7.03	9.70	11.26	15.41	12.23
2	35.19	24.86	24.65	24.85	31.25	30.53	27.92	33.24	30.56
3	21.99	23.83	23.44	23.82	10.13	21.22	19.84	19.66	17.88
4	17.13	16.27	16.08	16.27	21.76	18.74	19.45	18.25	17.47
5	6.27	8.42	8.47	8.43	3.59	7.64	8.27	6.93	8.16
6	3.49	3.43	3.55	3.44	7.90	3.19	3.75	3.30	4.19
7	1.04	1.13	1.22	1.13	.49	.95	.95	.83	1.31
8	.55	.30	.35	.31	1.99	.29	.23	.25	.43
9	.11	.07	.08	.07	.03	.07	.03	.04	.10
10	.00	.01	.02	.01	.39	.02	.00	.01	.02
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.06	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		2.44	2.18	2.44	8.55	0.18	0.90	5.81	0.18
APE		27.39	27.72	27.37	32.77	13.03	20.52	16.74	18.98

Schedule # 378

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98

real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	23.24	14.25	18.00	16.78	25.58	21.25	21.54	17.83	21.25
1	16.42	29.03	28.24	28.55	15.09	19.59	19.41	22.08	18.97
2	31.10	28.23	24.67	25.73	33.09	30.54	30.02	32.55	30.54
3	15.66	17.43	15.67	16.22	9.05	15.40	15.72	15.66	16.21
4	8.89	7.67	8.02	7.96	12.53	8.61	8.88	8.35	8.92
5	3.38	2.56	3.47	3.22	1.33	3.07	3.04	2.53	2.91
6	1.04	.67	1.31	1.11	2.73	1.12	1.05	.79	.94
7	.11	.14	.44	.33	.08	.31	.26	.17	.21
8	.05	.02	.13	.09	.46	.08	.06	.04	.05
9	.11	.00	.04	.02	.00	.02	.01	.01	.01
10	.00	.00	.01	.00	.06	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.71	6.83	8.53	3.05	2.59	2.21	7.05	2.59
APE		25.83	26.03	25.50	23.36	6.49	6.19	11.62	5.81

Schedule # 379

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
go.com	4.26	6.60
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	26.95	16.72	21.26	21.58	26.41	24.69	24.87	22.67	24.69
1	16.37	31.15	29.55	29.42	18.72	19.87	19.76	20.84	18.85
2	31.26	27.71	23.64	23.39	31.79	30.39	30.20	31.95	30.96
3	14.24	15.64	14.11	14.01	9.40	14.08	14.37	14.69	15.04
4	7.47	6.29	6.92	6.94	10.22	7.37	7.45	7.14	7.43
5	2.29	1.92	2.92	2.98	1.16	2.52	2.36	2.01	2.22
6	1.20	.46	1.09	1.13	1.92	.82	.76	.57	.64
7	.16	.09	.36	.39	.05	.20	.18	.11	.14
8	.05	.01	.11	.12	.29	.05	.04	.02	.03
9	.00	.00	.03	.03	.00	.01	.01	.00	.00

10	.00	.00	.01	.01	.03	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		14.00	7.79	7.43	0.74	3.09	2.85	5.86	3.09
APE		30.29	30.83	31.18	17.39	7.24	7.05	9.49	5.87

Schedule # 380

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	29.24	15.61	24.06	24.65	27.20	26.93	27.04	25.06	26.93
1	16.86	30.25	27.45	27.21	15.64	20.27	19.87	20.14	18.27
2	25.80	27.98	21.00	20.62	32.89	24.36	24.76	26.47	25.69
3	12.93	16.43	13.27	13.07	8.49	13.85	14.07	14.97	15.17
4	8.78	6.88	7.41	7.38	11.69	8.59	8.65	8.66	8.91
5	3.87	2.18	3.77	3.83	1.14	3.71	3.56	3.19	3.39
6	1.47	.54	1.77	1.84	2.45	1.57	1.46	1.13	1.22
7	.76	.11	.78	.83	.06	.51	.44	.29	.32
8	.27	.02	.32	.35	.39	.16	.13	.07	.08
9	.00	.00	.12	.14	.00	.04	.03	.01	.02
10	.00	.00	.04	.05	.05	.01	.01	.00	.00
11	.00	.00	.01	.02	.00	.00	.00	.00	.00
12	.00	.00	.00	.01	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.26	7.32	6.63	2.88	3.26	3.11	5.91	3.26
APE		34.61	25.07	25.23	28.60	9.37	8.68	11.04	7.45

Schedule # 381

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	28.04	18.19	21.70	24.46	31.39	27.68	28.08	24.64	27.68
1	14.78	32.23	30.77	29.50	14.86	16.08	16.29	19.29	15.99
2	35.52	27.26	24.13	22.03	32.91	33.90	32.57	35.10	34.28
3	12.27	14.64	13.69	12.91	6.75	12.99	13.12	12.23	12.43
4	6.71	5.60	6.22	6.46	10.78	6.63	7.30	6.62	6.90
5	1.64	1.62	2.39	2.86	.75	1.91	1.92	1.56	1.95
6	.93	.37	.80	1.15	2.16	.64	.59	.47	.62
7	.11	.07	.23	.42	.03	.14	.11	.08	.12
8	.00	.01	.06	.14	.33	.03	.02	.02	.03
9	.00	.00	.01	.04	.00	.01	.00	.00	.00
10	.00	.00	.00	.01	.04	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		13.69	8.81	5.03	4.66	0.50	0.06	4.72	0.50
APE		41.44	42.19	43.14	20.64	6.05	9.09	7.85	4.81

Schedule # 382

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	23.02	12.45	17.33	15.82	22.39	20.16	20.48	16.73	20.16
1	14.68	27.21	26.64	26.91	15.46	18.76	18.62	20.72	17.73
2	29.46	28.38	23.83	25.09	32.69	28.95	28.40	31.16	29.37
3	15.93	18.79	16.04	16.82	10.65	16.04	16.32	16.75	16.84
4	10.37	8.86	8.93	8.99	13.29	9.77	10.10	9.74	10.24
5	4.26	3.17	4.30	4.04	1.81	3.97	3.93	3.36	3.81
6	1.53	.89	1.84	1.57	2.99	1.62	1.55	1.17	1.38
7	.65	.20	.71	.54	.12	.51	.44	.28	.36
8	.11	.04	.25	.17	.52	.15	.12	.07	.09
9	.00	.01	.08	.05	.00	.04	.03	.01	.02
10	.00	.00	.02	.01	.07	.01	.01	.00	.00
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		13.73	7.39	9.43	0.82	3.72	3.30	8.17	3.72
APE		26.29	25.72	25.15	22.27	7.68	8.14	14.12	6.64

Schedule # 383

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	11.89	7.62	8.30	7.66	19.61	12.07	13.05	3.79	12.07
1	9.38	20.81	21.11	20.83	8.53	11.31	13.00	20.37	13.59
2	38.95	27.13	26.44	27.08	33.22	34.42	30.32	37.28	32.79
3	17.68	22.45	21.67	22.40	9.12	19.27	18.18	16.73	17.18
4	12.98	13.24	13.04	13.23	19.15	14.30	16.16	14.64	14.82
5	5.56	5.92	6.12	5.93	2.43	5.39	6.06	4.63	5.80
6	2.40	2.08	2.33	2.10	6.04	2.20	2.49	1.97	2.68
7	.76	.59	.73	.60	.25	.71	.58	.44	.77
8	.33	.14	.20	.14	1.37	.23	.13	.12	.24
9	.05	.03	.04	.03	.01	.06	.02	.02	.05
10	.00	.00	.01	.00	.24	.02	.00	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00

14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	4.85	4.07	4.85	8.76	0.20	1.32	9.19	0.20	
APE	33.30	33.03	33.29	33.98	11.26	19.21	19.51	15.14	

Schedule # 384

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	9.44	6.18	6.69	6.21	16.26	9.97	10.85	5.15	9.97
1	8.46	18.34	18.68	18.36	8.64	10.53	12.32	16.16	13.29
2	36.61	25.98	25.51	25.96	31.64	31.92	28.32	33.23	31.80
3	20.40	23.36	22.67	23.32	10.89	20.48	19.06	18.85	16.55
4	14.18	14.97	14.70	14.95	20.12	16.13	17.44	16.30	15.35
5	6.44	7.27	7.39	7.27	3.42	6.71	7.45	6.23	7.34
6	2.51	2.78	2.99	2.79	6.68	2.89	3.39	2.98	3.82
7	1.42	.86	1.00	.86	.42	.94	.90	.79	1.29
8	.38	.22	.28	.22	1.58	.31	.23	.24	.44
9	.05	.05	.07	.05	.02	.09	.03	.05	.11
10	.11	.01	.01	.01	.29	.02	.00	.01	.03
11	.00	.00	.00	.00	.00	.01	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	3.60	3.04	3.60	7.53	0.59	1.56	4.74	0.59	
APE	28.91	28.91	28.90	33.39	11.19	21.47	18.00	18.99	

Schedule # 385

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05

aol.com	44.33	47.63
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	10.04	7.38	7.65	7.43	17.63	10.42	11.20	2.47	10.42
1	7.75	20.42	20.56	20.45	1.00	10.92	12.47	19.64	12.86
2	42.44	26.97	26.70	26.92	32.28	35.79	32.21	38.86	34.12
3	18.49	22.61	22.29	22.56	10.99	19.24	18.35	16.53	17.77
4	13.37	13.51	13.42	13.49	18.62	15.96	17.65	16.19	16.47
5	4.91	6.12	6.20	6.13	3.00	5.17	5.60	4.27	5.48
6	1.96	2.18	2.28	2.20	5.66	1.82	2.05	1.65	2.21
7	.55	.63	.69	.64	.32	.50	.40	.31	.51
8	.38	.15	.17	.15	1.25	.13	.08	.07	.13
9	.11	.03	.04	.03	.02	.03	.01	.01	.02
10	.00	.00	.01	.00	.21	.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		2.96	2.66	2.96	8.44	0.42	1.29	8.41	0.42
APE		38.04	38.28	38.09	35.79	15.51	23.01	24.29	20.51

Schedule # 386

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.75	3.13	3.34	3.22	12.32	3.95	4.53	1.17	3.95
1	2.24	11.73	12.02	11.87	4.37	6.34	7.96	11.05	8.47
2	37.15	21.02	20.95	20.99	28.64	26.17	24.34	25.51	25.89

3	22.09	23.90	23.50	23.71	8.87	20.57	19.29	20.53	19.24
4	19.26	19.37	19.03	19.21	24.93	24.89	24.01	23.61	22.95
5	9.38	11.90	11.83	11.87	4.42	10.79	11.14	9.39	10.18
6	5.18	5.75	5.87	5.81	11.24	5.13	6.60	6.44	6.44
7	1.69	2.24	2.38	2.31	.84	1.53	1.68	1.60	1.95
8	.82	.72	.80	.76	3.39	.46	.43	.58	.73
9	.16	.19	.23	.21	.07	.13	.04	.10	.16
10	.16	.04	.05	.05	.77	.03	-.01	.02	.04
11	.05	.01	.01	.01	.00	.01	.00	.00	.01
12	.05	.00	.00	.00	.13	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.40	1.62	1.40	10.76	2.24	2.83	0.59	2.24
APE		32.08	32.31	32.07	45.62	24.90	30.59	28.76	27.12

Schedule # 387

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
cnn.com	2.59	4.31
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.04	2.12	2.30	2.17	9.73	3.01	3.57	1.76	2.82
1	1.80	8.92	9.25	9.02	3.51	5.45	6.97	8.42	8.04
2	30.33	17.94	17.99	17.96	25.66	21.16	19.80	20.28	21.08
3	22.04	22.91	22.54	22.80	8.96	20.26	18.89	20.29	18.76
4	20.46	20.84	20.40	20.71	25.94	24.26	23.18	23.17	22.25
5	11.95	14.36	14.18	14.31	5.62	13.80	13.85	12.64	12.75
6	6.82	7.79	7.87	7.82	13.30	7.65	9.00	8.57	8.67
7	3.16	3.41	3.57	3.46	1.34	2.89	3.31	3.14	3.52
8	1.58	1.22	1.34	1.26	4.43	1.06	1.16	1.30	1.52
9	.55	.36	.43	.38	.15	.33	.24	.32	.44
10	.22	.09	.11	.10	1.10	.10	.03	.09	.13
11	.05	.02	.03	.02	.01	.03	.00	.02	.03
12	.00	.00	.01	.00	.21	.01	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.03	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00

18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.09	1.27	1.09	8.78	1.99	2.56	0.73	1.80
APE		25.36	24.80	25.16	44.44	22.47	27.05	24.51	24.11

Schedule # 388

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
google.com	9.90	15.17
netscape.com	3.79	5.07
amazon.com	3.19	5.62
lycos.com	3.11	4.80
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	10.80	7.17	7.57	7.24	18.65	10.72	11.90	3.81	10.72
1	8.13	20.07	20.27	20.11	8.52	11.18	12.36	18.66	13.80
2	40.21	26.82	26.42	26.74	32.82	35.00	30.86	36.86	32.70
3	19.26	22.76	22.27	22.66	9.57	18.80	17.95	16.79	16.41
4	11.84	13.76	13.62	13.73	19.48	15.51	17.79	16.76	16.80
5	5.40	6.30	6.43	6.33	2.68	5.40	6.02	4.73	5.93
6	3.22	2.27	2.43	2.30	6.25	2.34	2.42	1.91	2.66
7	.76	.66	.75	.68	.29	.73	.53	.38	.72
8	.38	.16	.20	.16	1.44	.24	.12	.09	.21
9	.00	.03	.04	.03	.01	.06	.02	.01	.04
10	.00	.01	.01	.01	.25	.01	.00	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.07	3.62	4.07	8.80	0.09	1.23	7.84	0.09
APE		36.95	36.75	36.92	36.64	15.15	25.53	26.83	25.04

Schedule # 389

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07

amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	14.57	7.02	9.71	7.08	17.97	12.90	13.36	6.46	12.90
1	10.69	19.82	20.93	19.86	8.70	13.86	13.99	18.41	13.83
2	30.01	26.71	24.28	26.66	32.70	28.34	27.18	31.93	27.86
3	17.29	22.85	19.96	22.78	10.02	18.06	17.90	18.21	18.09
4	16.15	13.93	12.93	13.91	19.57	15.46	16.28	16.03	16.27
5	6.87	6.43	6.97	6.45	2.82	6.63	6.72	5.61	6.67
6	3.16	2.34	3.23	2.36	6.21	3.31	3.28	2.53	3.17
7	.60	.69	1.31	.70	.30	.99	.92	.60	.87
8	.44	.17	.47	.17	1.41	.34	.30	.17	.27
9	.22	.03	.15	.03	.01	.08	.06	.03	.05
10	.00	.01	.04	.01	.24	.02	.01	.01	.01
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		8.84	5.69	10.17	3.98	1.95	1.42	9.49	1.95
APE		25.79	26.79	25.80	28.35	8.59	9.10	15.26	8.24

Schedule # 390

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	37.48	25.05	31.66	34.42	37.60	35.94	36.06	34.89	35.94
1	17.57	35.79	31.20	29.32	17.90	19.78	19.87	20.36	19.06
2	27.88	24.41	19.81	18.19	29.99	27.79	27.53	28.61	28.59
3	10.26	10.57	10.12	9.73	5.29	9.93	9.90	10.01	10.04
4	4.80	3.26	4.48	4.73	7.44	4.60	4.80	4.58	4.67
5	1.36	.76	1.78	2.13	.39	1.38	1.32	1.15	1.25
6	.55	.14	.65	.90	1.21	.45	.41	.32	.37

7	.11	.02	.22	.36	.01	.11	.09	.06	.08
8	.00	.00	.07	.13	.15	.03	.02	.01	.02
9	.00	.00	.02	.05	.00	.00	.00	.00	.00
10	.00	.00	.01	.02	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	19.88	9.31	4.94	0.19	2.46	2.27	4.14	2.46	
APE	39.41	36.61	37.76	19.10	4.77	5.17	7.18	4.62	

Schedule # 391

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	53.46	43.65	51.25	52.38	50.57	52.25	52.27	52.15	52.25
1	22.80	36.88	28.30	27.15	25.85	24.90	25.23	24.92	24.47
2	16.20	14.87	12.57	12.19	18.30	15.24	15.03	15.40	15.83
3	4.86	3.81	5.03	5.09	2.82	5.23	5.05	5.20	5.23
4	1.96	.69	1.88	2.02	2.13	1.79	1.80	1.77	1.71
5	.55	.10	.66	.76	.09	.46	.47	.43	.40
6	.16	.01	.22	.27	.22	.11	.12	.10	.09
7	.00	.00	.07	.09	.00	.02	.03	.02	.02
8	.00	.00	.02	.03	.02	.00	.01	.00	.00
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.00	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00

22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.08	4.75	2.11	6.21	2.60	2.56	2.81	2.60
APE		39.39	20.73	19.55	16.97	8.08	8.83	7.84	6.23

Schedule # 392

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	2.73	3.91	4.14	4.06	14.24	4.60	5.11	2.51	4.60
1	3.38	13.66	13.92	13.83	4.83	7.03	8.50	11.55	10.01
2	38.68	22.77	22.64	22.69	30.36	29.42	27.64	28.84	28.77
3	22.75	24.09	23.68	23.83	8.47	20.33	19.13	19.31	18.11
4	18.99	18.16	17.88	17.99	24.10	25.01	24.43	23.33	22.84
5	7.53	10.38	10.37	10.37	3.66	8.73	9.11	7.67	8.37
6	3.93	4.67	4.79	4.75	10.10	3.68	5.06	5.45	5.47
7	1.15	1.69	1.81	1.77	.60	.92	.88	.97	1.29
8	.71	.50	.57	.54	2.88	.21	.15	.32	.44
9	.16	.12	.15	.14	.04	.05	.00	.04	.08
10	.00	.03	.03	.03	.61	.01	-.01	.01	.02
11	.00	.00	.01	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.10	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.21	1.45	1.21	11.83	1.92	2.45	0.23	1.92
APE		33.69	34.10	33.96	43.96	24.31	29.74	28.94	28.70

Schedule # 393

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51

ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	14.40	6.92	9.72	6.97	17.57	12.80	13.28	6.47	12.80
1	10.31	19.65	20.82	19.68	8.87	13.84	14.07	18.43	13.50
2	30.44	26.63	24.12	26.58	32.50	28.14	26.71	31.27	27.69
3	18.60	22.92	19.89	22.85	10.34	18.22	18.10	18.52	18.58
4	14.46	14.05	12.97	14.03	19.56	15.43	16.21	16.06	16.24
5	6.71	6.53	7.06	6.55	2.95	6.73	6.95	5.85	6.84
6	3.27	2.39	3.31	2.41	6.20	3.25	3.33	2.57	3.14
7	1.15	.70	1.37	.72	.32	1.10	.97	.62	.88
8	.55	.17	.50	.18	1.40	.38	.31	.18	.26
9	.00	.03	.16	.04	.02	.09	.06	.03	.05
10	.11	.01	.05	.01	.24	.02	.01	.01	.01
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		8.74	5.47	10.16	3.70	1.87	1.31	9.26	1.87
APE		23.25	23.95	23.21	29.68	8.90	12.41	15.44	10.18

Schedule # 394

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	7.36	5.08	5.33	5.09	15.22	7.51	8.14	1.72	7.51
1	6.60	16.21	16.43	16.22	6.88	9.65	11.17	15.42	12.09
2	35.13	24.69	24.49	24.68	31.14	30.17	27.63	33.10	30.26
3	21.55	23.87	23.48	23.86	10.08	21.26	19.90	19.79	18.00
4	17.51	16.45	16.25	16.44	21.95	18.82	19.52	18.33	17.56
5	6.49	8.59	8.63	8.59	3.64	7.84	8.46	7.06	8.33
6	3.55	3.53	3.65	3.53	8.05	3.33	3.87	3.39	4.30
7	1.15	1.17	1.26	1.17	.50	1.01	1.01	.87	1.37
8	.55	.32	.36	.32	2.05	.31	.25	.26	.45
9	.11	.07	.09	.07	.03	.08	.04	.05	.10
10	.00	.01	.02	.01	.40	.02	.00	.01	.02

11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.06	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		2.46	2.19	2.46	8.48	0.16	0.84	6.09	0.16
APE		27.90	28.32	27.93	32.63	12.53	20.00	15.98	18.24

Schedule # 395

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	50.41	39.05	48.52	49.64	47.62	48.82	48.83	49.41	48.82
1	23.95	37.52	27.81	26.79	25.12	25.72	25.74	24.05	24.60
2	14.73	17.20	13.48	13.04	19.77	15.36	15.77	16.33	16.69
3	6.87	5.01	6.02	6.01	3.83	6.35	6.19	6.74	6.62
4	2.73	1.04	2.54	2.65	2.99	2.62	2.45	2.53	2.42
5	.87	.16	1.02	1.13	.21	.82	.75	.71	.66
6	.33	.02	.39	.46	.40	.24	.22	.18	.16
7	.11	.00	.14	.18	.01	.06	.05	.04	.03
8	.00	.00	.05	.07	.05	.01	.01	.01	.01
9	.00	.00	.02	.02	.00	.00	.00	.00	.00
10	.00	.00	.01	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.91	3.81	1.59	5.63	3.21	3.19	2.02	3.21
APE		41.78	13.05	12.16	20.97	6.51	8.25	4.88	7.34

Schedule # 396

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.89	8.68	8.96	8.79	21.77	11.78	12.64	5.42	11.78
1	8.62	22.45	22.54	22.48	8.45	11.45	12.40	18.33	14.06
2	43.21	27.69	27.39	27.58	34.07	39.12	35.86	42.06	36.52
3	17.29	21.68	21.40	21.58	8.12	16.84	16.33	14.10	15.01
4	12.93	12.10	12.06	12.08	18.45	15.23	17.18	15.67	16.65
5	4.09	5.12	5.21	5.15	1.93	3.73	3.88	2.91	3.87
6	1.64	1.70	1.79	1.74	5.59	1.54	1.47	1.27	1.72
7	.27	.46	.50	.47	.18	.26	.21	.18	.30
8	.05	.10	.12	.11	1.22	.05	.03	.05	.08
9	.00	.02	.02	.02	.01	.01	.00	.01	.01
10	.00	.00	.00	.00	.20	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.02	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.64	3.33	3.64	11.21	0.12	0.85	7.34	0.12
APE		40.77	41.21	40.94	35.86	11.52	19.07	20.93	21.00

Schedule # 397

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
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0	6.76	5.15	5.40	5.16	15.40	7.44	8.20	1.66	7.44
1	6.71	16.36	16.58	16.37	6.89	9.74	11.29	15.73	12.01
2	37.37	24.79	24.59	24.79	31.26	30.55	27.71	33.12	29.12
3	20.95	23.85	23.46	23.84	9.99	21.37	20.02	19.90	19.49
4	15.77	16.35	16.15	16.34	21.89	18.75	19.34	18.14	18.62
5	7.15	8.49	8.53	8.49	3.57	7.60	8.41	7.02	7.91
6	3.76	3.47	3.59	3.47	8.00	3.10	3.75	3.27	3.81
7	.93	1.14	1.24	1.15	.49	.98	.99	.85	1.14
8	.27	.31	.35	.31	2.03	.33	.24	.25	.36
9	.27	.07	.08	.07	.03	.10	.04	.05	.08
10	.00	.01	.02	.01	.39	.03	.00	.01	.02
11	.05	.00	.00	.00	.00	.01	.00	.00	.00
12	.00	.00	.00	.00	.06	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.73	1.46	1.73	9.27	0.73	1.54	5.47	0.73
APE		29.87	29.75	29.87	36.62	15.78	21.86	18.97	20.62

Schedule # 398

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	8.35	6.57	6.84	6.59	18.13	8.77	9.46	5.54	8.77
1	7.47	19.05	19.21	19.06	7.64	10.54	12.00	15.00	13.62
2	40.43	26.34	26.09	26.33	32.72	34.43	31.52	35.29	32.20
3	20.13	23.13	22.78	23.11	9.22	20.37	19.25	18.49	18.06
4	15.44	14.47	14.35	14.47	20.39	17.63	18.53	17.18	17.63
5	4.86	6.86	6.94	6.87	2.76	5.59	6.28	5.46	6.11
6	2.35	2.56	2.67	2.57	6.85	1.95	2.43	2.40	2.74
7	.76	.77	.84	.77	.32	.52	.45	.48	.65
8	.11	.19	.22	.19	1.63	.15	.08	.12	.18
9	.11	.04	.05	.04	.02	.04	.00	.02	.03
10	.00	.01	.01	.01	.30	.01	.00	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.94	1.65	1.94	10.67	0.46	1.21	3.07	0.46
APE		34.94	35.44	34.96	35.71	14.17	21.12	18.64	22.42

Schedule # 399

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
netscape.com	3.79	5.07
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	1.47	3.00	3.21	3.09	11.93	3.70	4.21	.69	3.70
1	2.73	11.41	11.70	11.53	4.34	6.21	7.78	10.95	9.26
2	36.33	20.69	20.64	20.67	28.26	25.54	23.95	25.29	25.34
3	21.22	23.84	23.43	23.66	9.03	20.66	19.38	20.68	18.50
4	19.42	19.56	19.21	19.41	25.02	25.07	24.20	23.78	22.59
5	9.66	12.17	12.09	12.14	4.62	11.20	11.44	9.57	10.23
6	6.33	5.96	6.07	6.01	11.41	5.48	6.82	6.60	6.96
7	1.75	2.35	2.49	2.41	.90	1.57	1.75	1.67	2.25
8	.93	.76	.85	.80	3.47	.44	.44	.62	.90
9	.16	.20	.24	.22	.08	.10	.04	.11	.20
10	.00	.05	.06	.05	.79	.02	-.01	.03	.05
11	.00	.01	.01	.01	.00	.00	.00	.00	.01
12	.00	.00	.00	.00	.14	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.55	1.77	1.55	10.62	2.26	2.78	0.79	2.26
APE		31.29	31.20	31.08	42.64	23.97	27.34	25.36	25.62

Schedule # 400

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22

google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
geocities.com	2.92	5.56
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	30.88	17.44	25.38	26.39	27.43	28.58	28.65	26.80	28.58
1	16.86	31.70	28.43	27.97	18.71	20.38	20.21	20.68	18.78
2	26.35	27.50	21.04	20.38	31.75	25.14	25.41	26.95	26.29
3	12.71	15.14	12.73	12.44	8.94	13.35	13.46	14.14	14.43
4	8.67	5.94	6.76	6.77	9.93	7.83	7.81	7.72	7.94
5	2.73	1.77	3.26	3.37	1.05	3.06	2.95	2.60	2.77
6	1.04	.41	1.45	1.56	1.84	1.18	1.11	.85	.92
7	.65	.08	.60	.68	.05	.35	.31	.20	.23
8	.00	.01	.23	.28	.27	.10	.08	.05	.05
9	.05	.00	.08	.11	.00	.02	.02	.01	.01
10	.05	.00	.03	.04	.03	.00	.00	.00	.00
11	.00	.00	.01	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.44	7.96	6.48	4.99	3.33	3.23	5.90	3.33
APE		33.88	29.07	30.09	22.71	10.36	9.68	11.15	7.45

Schedule # 401

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	18.33	11.67	13.81	11.71	23.27	18.13	18.79	11.48	18.13
1	13.97	26.22	26.22	26.22	12.69	15.93	17.00	23.28	17.39
2	35.79	28.24	26.07	28.18	33.47	32.47	29.55	34.49	30.55

3	16.91	19.39	17.95	19.36	9.39	17.81	17.57	16.42	17.33
4	8.84	9.54	9.56	9.54	14.81	9.91	10.99	9.61	10.64
5	4.09	3.57	4.17	3.59	1.73	3.72	4.13	3.21	3.96
6	1.31	1.06	1.54	1.07	3.70	1.40	1.49	1.14	1.48
7	.55	.26	.49	.26	.12	0.44	.38	.28	.40
8	.22	.05	.14	.05	.70	0.14	.09	.07	.10
9	.00	.01	.03	.01	.00	0.04	.01	.01	.02
10	.00	.00	.01	.00	.10	0.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		8.15	5.53	8.45	6.05	0.24	0.56	8.39	0.24
APE		29.66	29.66	29.66	27.99	9.73	15.44	16.35	14.04

Schedule # 402

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.58	2.63	2.83	2.70	9.96	3.52	4.08	2.02	3.52
1	2.45	10.33	10.64	10.45	4.81	5.78	7.56	9.49	8.15
2	32.35	19.45	19.44	19.45	26.08	23.28	21.61	22.57	22.91
3	22.59	23.35	22.96	23.20	10.81	20.80	19.37	20.21	19.47
4	19.53	20.06	19.67	19.92	24.61	24.40	23.33	22.78	22.32
5	11.24	13.13	13.01	13.09	6.09	12.75	12.82	11.61	11.88
6	6.06	6.81	6.90	6.84	11.54	6.26	7.80	7.59	7.59
7	2.51	2.86	3.01	2.92	1.34	2.20	2.53	2.52	2.77
8	1.09	1.00	1.10	1.03	3.57	0.71	.76	.94	1.05
9	.44	.29	.34	.31	.14	0.22	.13	.20	.26
10	.05	.07	.09	.08	.85	0.06	.01	.05	.06
11	.11	.01	.02	.02	.01	0.02	.00	.01	.01
12	.00	.00	.00	.00	.16	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	1.07	1.27	1.07	8.51	1.97	2.54	0.45	1.97	
APE	25.83	25.36	25.66	41.81	22.13	27.43	25.25	24.19	

Schedule # 403

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	20.13	12.29	15.70	14.40	23.59	20.01	20.49	14.57	20.01
1	15.49	26.92	26.68	26.83	13.56	16.39	17.15	21.92	17.64
2	32.62	28.26	24.96	26.13	33.28	30.85	28.71	32.67	29.30
3	16.91	18.92	16.86	17.60	9.53	17.26	17.08	16.52	16.63
4	8.57	9.07	9.13	9.15	14.13	9.59	10.52	9.56	10.31
5	3.60	3.31	4.17	3.90	1.67	3.80	4.04	3.27	4.03
6	1.96	.96	1.66	1.41	3.40	1.46	1.48	1.13	1.52
7	.44	.22	.59	.44	.11	0.47	.40	.28	.43
8	.27	.04	.19	.12	.62	0.14	.10	.07	.11
9	.00	.01	.05	.03	.00	0.03	.02	.01	.02
10	.00	.00	.01	.01	.09	0.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	9.82	5.55	7.24	4.33	0.15	0.45	6.96	0.15	
APE	25.10	25.82	25.22	24.64	6.19	11.07	11.76	10.70	

Schedule # 404

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	.44	1.90	2.08	1.94	8.92	2.60	3.14	1.52	2.60
1	.98	8.20	8.52	8.27	3.42	4.91	6.59	7.84	7.72
2	29.62	16.92	17.01	16.94	24.40	19.69	18.47	19.75	19.49
3	22.04	22.27	21.93	22.20	9.22	20.06	18.73	19.47	18.58
4	21.00	20.98	20.53	20.88	25.79	24.34	22.92	22.42	21.86
5	11.18	15.06	14.83	15.01	6.24	14.80	14.70	13.60	13.62
6	8.35	8.56	8.60	8.57	13.80	8.47	9.72	9.26	9.40
7	3.66	3.95	4.10	3.98	1.65	3.35	3.91	3.84	4.13
8	1.85	1.51	1.64	1.54	4.79	1.22	1.44	1.66	1.82
9	.55	.48	.55	.50	.20	0.39	.33	.48	.56
10	.16	.13	.16	.14	1.26	0.12	.06	.14	.17
11	.16	.03	.04	.03	.01	0.04	.00	.03	.04
12	.00	.01	.01	.01	.26	0.01	.00	.01	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.04	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.47	1.65	1.47	8.52	2.17	2.71	1.08	2.17
APE		25.24	25.52	25.25	42.70	24.30	28.14	24.76	25.44

Schedule # 405

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71

msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	11.29	7.20	7.86	7.26	19.80	11.49	12.55	2.96	11.49
1	8.40	20.02	20.35	20.05	7.36	10.69	12.32	19.54	12.96
2	39.01	26.68	26.04	26.61	33.27	34.29	30.23	37.87	34.03
3	17.79	22.67	21.88	22.59	8.26	18.96	17.80	16.44	15.83
4	14.29	13.79	13.54	13.77	20.01	15.15	16.94	15.36	14.67
5	5.02	6.39	6.57	6.41	2.35	5.72	6.33	4.78	6.22
6	2.78	2.35	2.59	2.37	6.71	2.54	2.92	2.32	3.29
7	1.09	.70	.85	.71	.27	0.79	.70	.53	1.02
8	.16	.17	.24	.18	1.62	0.27	.18	.17	.36
9	.11	.04	.06	.04	.01	0.07	.02	.03	.09
10	.05	.01	.01	.01	.30	0.02	.00	.01	.02
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.61	3.87	4.61	9.59	0.23	1.42	9.39	0.23
APE		35.67	35.97	35.71	35.28	11.79	19.57	18.14	15.68

Schedule # 406

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
geocities.com	2.92	5.56
overture.com	2.21	3.98
real.com	2.07	3.60
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	1.15	2.24	2.43	2.30	8.98	3.32	4.05	2.07	3.32
1	1.96	9.23	9.55	9.34	4.41	5.46	7.32	8.77	8.25
2	32.13	18.20	18.23	18.21	24.80	21.51	19.68	19.93	20.98
3	20.95	22.87	22.51	22.75	10.86	20.40	18.94	20.50	18.74
4	19.97	20.58	20.16	20.44	24.94	23.94	22.51	22.75	21.49
5	10.69	14.11	13.94	14.05	6.70	13.66	13.80	12.79	12.98
6	7.31	7.66	7.73	7.68	12.33	7.17	8.80	8.41	8.61

7	3.27	3.38	3.53	3.43	1.62	2.85	3.39	3.16	3.60
8	1.80	1.23	1.35	1.27	3.96	1.08	1.18	1.23	1.47
9	.44	.37	.44	.39	.18	0.41	.27	.31	.42
10	.11	.10	.12	.10	.98	0.14	.05	.08	.12
11	.11	.02	.03	.02	.01	0.05	.01	.01	.02
12	.05	.00	.01	.00	.19	0.01	.00	.00	.00
13	.05	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.03	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.10	1.29	1.10	7.92	2.20	2.93	0.93	2.20
APE		28.78	28.12	28.57	39.56	23.37	28.46	26.79	25.94

Schedule # 407

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	22.09	13.83	16.81	16.51	24.15	21.63	22.07	16.58	21.63
1	14.46	28.52	28.03	28.09	15.92	16.77	17.31	22.01	17.49
2	35.24	28.18	25.28	25.55	32.66	31.91	3.00	33.73	31.51
3	15.60	17.76	16.24	16.39	9.91	16.27	16.31	15.41	15.22
4	7.36	8.01	8.26	8.25	12.48	8.72	9.56	8.54	9.16
5	3.16	2.75	3.51	3.45	1.54	3.14	3.30	2.64	3.36
6	1.69	.75	1.29	1.24	2.71	1.12	1.11	.86	1.21
7	.33	.17	.42	.39	.09	0.32	.26	.19	.32
8	.05	.03	.12	.11	.46	0.09	.06	.04	.08
9	.00	.00	.03	.03	.00	0.02	.01	.01	.02
10	.00	.00	.01	.01	.06	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00

19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		10.60	6.78	7.29	2.64	0.59	0.03	7.07	0.59
APE		32.68	33.40	33.24	23.37	10.69	15.16	15.33	12.42

Schedule # 408

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	12.49	8.46	8.78	8.56	20.94	12.83	13.90	5.16	12.83
1	9.55	22.01	22.13	22.05	8.86	11.54	12.98	20.08	13.59
2	39.99	27.43	27.09	27.33	33.51	36.04	31.99	38.81	34.31
3	18.71	21.81	21.46	21.70	8.72	18.37	17.45	15.67	16.84
4	12.00	12.41	12.34	12.39	18.40	13.81	15.76	14.15	14.32
5	3.98	5.38	5.48	5.41	2.18	4.77	5.28	3.98	5.05
6	2.02	1.85	1.96	1.88	5.65	1.86	2.09	1.69	2.26
7	1.04	.51	.57	.53	.21	0.55	.44	.35	.59
8	.22	.12	.14	.13	1.27	0.17	.09	.10	.17
9	.00	.02	.03	.02	.01	0.04	.01	.02	.03
10	.00	.00	.01	.00	.22	0.01	.00	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.61	4.24	4.61	9.66	0.39	1.61	8.38	0.39
APE		35.14	35.10	35.12	35.57	11.00	21.21	20.64	18.01

Schedule # 409

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63

msn.com	38.16	45.17
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	14.46	8.41	1.00	8.43	18.23	13.73	14.87	7.02	13.73
1	8.84	21.94	22.44	21.95	11.49	11.63	13.67	2.00	13.43
2	37.86	27.41	25.84	27.40	32.36	34.48	29.53	34.83	32.27
3	19.09	21.84	20.26	21.82	11.44	19.16	17.85	16.92	17.95
4	11.29	12.45	12.10	12.45	17.28	12.66	15.18	14.25	13.91
5	4.80	5.41	5.84	5.42	2.84	5.15	5.91	4.74	5.65
6	2.18	1.86	2.36	1.87	4.87	2.08	2.25	1.73	2.24
7	.93	.52	.82	.52	.27	0.76	.57	.40	.63
8	.38	.12	.25	.12	1.02	0.26	.13	.09	.16
9	.11	.02	.07	.02	.01	0.07	.02	.02	.03
10	.05	.00	.02	.00	.17	0.02	.00	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.02	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		7.07	5.21	9.77	4.41	0.85	0.48	8.70	0.85
APE		34.14	34.05	34.14	32.71	9.84	23.64	24.30	18.11

Schedule # 410

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
overture.com	2.21	3.98
real.com	2.07	3.60
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	33.17	21.14	27.70	29.33	31.07	31.38	31.65	29.68	31.38
1	17.46	33.94	30.33	29.41	20.48	20.16	20.53	21.68	19.66
2	28.26	26.11	21.03	19.98	30.27	27.79	26.94	28.45	28.19
3	12.33	12.80	11.62	11.27	7.73	11.97	11.91	12.04	12.22
4	5.84	4.50	5.54	5.64	8.10	5.82	6.12	5.82	5.93
5	1.80	1.20	2.37	2.59	.74	2.00	1.97	1.69	1.86
6	.87	.25	.92	1.10	1.37	0.65	.66	.50	.58
7	.27	.04	.33	.44	.03	0.17	.16	.11	.14
8	.00	.01	.11	.16	.19	0.04	.04	.02	.03
9	.00	.00	.03	.06	.00	0.01	.01	.00	.01
10	.00	.00	.01	.02	.02	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		18.00	8.18	5.82	3.14	2.68	2.27	5.22	2.68
APE		32.77	32.83	34.31	20.80	6.16	8.42	8.05	4.47

Schedule # 411

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	26.08	16.76	19.90	21.55	27.83	25.40	25.93	21.58	25.40
1	14.24	31.07	30.02	29.39	16.86	15.98	16.83	20.70	17.40
2	36.17	27.62	24.70	23.37	32.32	34.49	31.83	34.87	32.38
3	13.42	15.65	14.56	14.00	8.49	13.98	14.27	13.23	13.87
4	6.49	6.35	6.83	6.96	10.82	6.91	7.86	7.01	7.65
5	2.56	1.96	2.69	3.00	1.07	2.20	2.34	1.87	2.30
6	.82	.48	.92	1.15	2.17	0.75	.75	.59	.77
7	.16	.10	.28	.40	.05	0.21	.16	.12	.18
8	.05	.02	.07	.13	.34	0.06	.03	.03	.04
9	.00	.00	.02	.04	.00	0.01	.01	.00	.01
10	.00	.00	.00	.01	.04	.00	.00	.00	.00

11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	12.61	8.36	6.22	2.37	0.92	0.20	6.09	0.92	
APE	38.93	39.39	40.77	25.72	6.63	12.81	12.78	12.05	

Schedule # 412

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	18.99	11.62	14.49	12.46	23.27	18.74	19.32	12.58	18.74
1	14.35	26.17	26.14	26.20	12.62	16.20	16.87	22.41	17.64
2	34.75	28.24	25.41	27.35	33.48	31.32	29.01	33.60	29.59
3	15.82	19.43	17.53	18.83	9.36	17.40	17.36	16.55	16.78
4	9.27	9.57	9.55	9.60	14.87	10.11	11.01	9.85	10.71
5	4.42	3.59	4.34	3.85	1.73	3.97	4.26	3.38	4.22
6	1.53	1.07	1.70	1.26	3.72	1.56	1.60	1.23	1.66
7	.82	.26	.59	.35	.12	0.49	.43	.31	.48
8	.05	.05	.18	.08	.70	0.15	.11	.08	.13
9	.00	.01	.05	.02	.00	0.04	.02	.01	.03
10	.00	.00	.01	.00	.10	0.01	.00	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00

23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.10	5.55	8.16	5.28	0.31	0.41	7.91	0.31
APE		29.75	29.37	29.56	26.42	10.69	15.11	15.32	14.37

Schedule # 413

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	13.31	5.34	8.59	5.50	13.83	11.06	11.50	3.37	11.06
1	9.98	16.64	18.60	16.78	8.72	13.13	13.27	17.95	12.40
2	25.80	24.85	22.44	24.72	30.15	24.99	23.72	28.66	24.54
3	18.33	23.66	19.74	23.41	12.38	18.79	18.59	19.88	19.34
4	16.09	16.13	14.03	16.01	20.67	15.82	16.71	17.11	17.10
5	8.84	8.38	8.49	8.40	4.39	8.62	8.91	7.80	8.79
6	4.42	3.44	4.51	3.52	7.11	4.67	4.71	3.65	4.44
7	1.96	1.15	2.14	1.21	.60	1.90	1.75	1.12	1.59
8	.93	.32	.92	.35	1.72	0.73	.62	.34	.54
9	.33	.07	.36	.08	.04	0.22	.17	.08	.15
10	.00	.01	.13	.02	.33	0.06	.04	.02	.04
11	.00	.00	.04	.00	.00	0.01	.01	.00	.01
12	.00	.00	.01	.00	.05	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.19	5.44	9.19	0.60	2.60	2.09	11.47	2.60
APE		18.58	18.79	18.43	30.12	6.46	8.47	19.51	7.80

Schedule # 414

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60

amazon.com	3.19	5.62
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	2.02	3.03	3.24	3.14	10.64	4.24	4.99	.97	4.24
1	2.62	11.41	11.70	11.56	5.41	6.28	8.19	11.38	9.02
2	36.72	20.57	20.52	20.55	26.98	25.13	22.81	23.95	24.92
3	20.62	23.66	23.26	23.45	11.18	20.75	19.35	21.15	18.60
4	18.33	19.48	19.13	19.29	24.06	23.93	22.89	22.98	21.56
5	10.47	12.22	12.14	12.18	5.78	11.54	11.91	10.30	10.87
6	5.62	6.07	6.17	6.13	10.65	5.20	7.01	6.62	7.06
7	2.24	2.45	2.58	2.52	1.16	1.92	2.14	1.90	2.52
8	.65	.82	.90	.86	3.14	0.67	.60	.61	.92
9	.33	.23	.27	.25	.11	0.24	.10	.12	.24
10	.16	.05	.07	.06	.72	0.07	.01	.02	.06
11	.11	.01	.01	.01	.01	0.02	.00	.00	.01
12	.05	.00	.00	.00	.13	.00	.00	.00	.00
13	.05	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.03	1.25	1.03	8.80	2.27	3.03	1.07	2.27
APE		32.78	32.54	32.65	42.89	23.66	29.48	29.41	26.77

Schedule # 415

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	13.04	6.24	8.79	6.42	16.41	11.63	12.06	4.00	11.63
1	10.26	18.35	19.69	18.47	8.41	13.44	13.70	18.94	13.33
2	28.97	25.86	23.72	25.70	31.74	27.02	25.76	30.97	26.55

3	19.20	23.24	20.26	22.99	10.64	18.79	18.63	19.21	18.90
4	15.55	14.95	13.66	14.85	20.25	15.92	16.54	16.38	16.60
5	7.09	7.33	7.68	7.37	3.36	7.54	7.74	6.51	7.71
6	4.04	2.84	3.72	2.92	6.79	3.72	3.79	2.91	3.66
7	1.04	.90	1.59	.95	.41	1.32	1.23	.80	1.15
8	.55	.23	.60	.26	1.62	0.46	.41	.23	.36
9	.11	.05	.21	.06	.02	0.12	.10	.05	.08
10	.11	.01	.06	.01	.30	0.03	.02	.01	.02
11	.05	.00	.02	.00	.00	0.01	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		7.82	4.89	7.82	3.88	1.62	1.13	10.40	1.62
APE		20.64	22.22	20.64	30.39	8.26	11.03	16.10	9.56

Schedule # 416

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	42.99	30.03	39.53	40.02	39.03	40.16	40.25	39.84	40.16
1	22.20	37.05	29.24	28.86	24.59	26.34	26.31	25.74	25.24
2	18.93	21.90	16.50	16.26	24.68	18.72	18.88	19.67	19.77
3	9.38	8.26	8.23	8.19	5.71	8.66	8.66	9.12	9.15
4	4.09	2.23	3.79	3.83	4.76	3.96	3.89	3.89	3.91
5	1.85	.46	1.64	1.69	.41	1.46	1.38	1.26	1.27
6	.38	.07	.67	.71	.70	0.50	.46	.37	.38
7	.11	.01	.26	.28	.01	0.15	.13	.09	.09
8	.05	.00	.10	.11	.09	0.04	.03	.02	.02
9	.00	.00	.03	.04	.00	0.01	.01	.00	.00
10	.00	.00	.01	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	22.73	6.07	5.24	6.95	4.96	4.81	5.53	4.96	
APE	39.73	20.45	20.26	25.24	10.12	9.96	9.45	8.63	

Schedule # 417

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	47.52	36.13	44.98	46.02	44.26	45.69	45.62	45.55	45.69
1	23.57	37.57	29.01	28.09	25.68	26.14	26.42	25.69	25.17
2	17.02	18.72	14.72	14.27	21.61	16.84	17.00	17.60	17.96
3	7.64	5.95	6.69	6.66	4.35	7.15	6.93	7.28	7.41
4	2.67	1.35	2.82	2.93	3.36	2.91	2.79	2.79	2.76
5	1.09	.23	1.12	1.23	.23	0.92	.88	.81	.76
6	.44	.03	.42	.49	.43	0.26	.26	.22	.19
7	.05	.00	.15	.19	.01	0.06	.06	.05	.04
8	.00	.00	.05	.07	.05	0.01	.01	.01	.01
9	.00	.00	.02	.02	.00	.00	.00	.00	.00
10	.00	.00	.01	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	21.70	4.84	3.03	6.21	3.49	3.62	3.75	3.49	
APE	38.17	17.28	17.04	22.20	7.34	7.83	7.03	6.59	

Schedule # 418

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
geocities.com	2.92	5.56
cnn.com	2.59	4.31
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	19.64	11.77	15.43	13.83	21.65	19.36	20.06	14.00	19.36
1	14.40	26.34	26.20	26.33	14.81	16.30	17.01	21.76	17.50
2	34.53	28.24	24.73	26.16	32.67	30.85	28.24	32.30	28.87
3	15.88	19.31	16.99	17.94	10.85	17.24	17.25	16.84	17.10
4	8.29	9.45	9.42	9.49	13.93	9.80	10.84	9.91	10.69
5	4.53	3.53	4.43	4.10	1.98	4.02	4.33	3.52	4.25
6	1.47	1.04	1.82	1.50	3.27	1.62	1.65	1.25	1.61
7	1.09	.25	.67	.47	.14	0.56	.47	.32	.46
8	.16	.05	.22	.13	.59	0.18	.12	.08	.12
9	.00	.01	.07	.03	.00	0.05	.03	.02	.03
10	.00	.00	.02	.01	.08	0.01	.01	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.79	5.24	7.30	2.50	0.35	0.52	7.02	0.35
APE		31.37	30.94	30.75	23.34	12.10	17.30	17.76	16.81

Schedule # 419

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31

overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	19.75	10.30	15.23	12.32	20.92	17.63	18.05	13.11	17.63
1	15.66	24.56	24.76	24.79	12.64	17.92	17.76	20.57	17.04
2	27.44	28.05	23.55	26.01	32.97	27.86	27.08	30.52	28.26
3	16.37	20.44	16.94	18.84	10.50	16.95	17.24	17.89	17.41
4	12.06	10.66	10.14	10.52	15.62	11.07	11.48	11.18	11.57
5	4.86	4.23	5.28	4.80	2.18	5.07	5.08	4.37	5.03
6	2.84	1.33	2.46	1.85	4.05	2.31	2.24	1.70	2.12
7	.71	.34	1.04	.62	.18	0.82	.74	.48	.68
8	.27	.07	.40	.18	.79	0.28	.24	.13	.20
9	.00	.01	.14	.05	.01	0.08	.06	.03	.05
10	.05	.00	.05	.01	.12	0.02	.02	.01	.01
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.78	5.63	9.32	1.46	2.64	2.12	8.27	2.64
APE		22.12	21.05	19.80	28.67	6.50	6.08	15.53	5.99

Schedule # 420

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.47	2.87	3.08	2.93	10.75	3.88	4.57	2.31	3.46
1	2.07	10.99	11.29	11.08	4.90	6.04	7.79	9.73	8.77
2	37.10	20.15	20.11	20.14	26.95	24.79	22.76	23.90	24.89
3	20.19	23.55	23.16	23.44	10.44	20.37	19.07	19.90	18.86
4	19.53	19.71	19.34	19.61	24.49	24.49	23.42	23.00	21.91
5	9.60	12.57	12.47	12.54	5.58	11.68	11.97	10.74	11.00
6	5.67	6.35	6.45	6.38	11.21	5.77	7.37	7.17	7.28

7	2.84	2.60	2.74	2.64	1.16	2.02	2.24	2.19	2.52
8	.93	.88	.97	.91	3.42	0.66	.68	.82	.98
9	.38	.25	.29	.26	.11	0.22	.11	.18	.25
10	.16	.06	.08	.06	.81	0.06	.01	.04	.07
11	.00	.01	.02	.01	.01	0.02	.00	.01	.01
12	.05	.00	.00	.00	.15	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.42	1.63	1.42	9.42	2.45	3.15	0.85	2.02
APE		34.14	33.90	33.95	43.10	25.39	30.91	28.82	26.67

Schedule # 421

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	21.49	12.47	16.61	14.58	23.41	19.55	19.81	15.52	19.55
1	15.93	27.12	26.72	27.00	14.16	19.07	18.81	21.62	18.26
2	30.11	28.26	24.35	26.13	33.08	29.02	28.70	31.68	29.21
3	15.88	18.78	16.38	17.49	9.80	16.40	16.66	16.87	17.20
4	10.64	8.94	8.99	9.04	13.81	9.81	10.08	9.58	10.20
5	3.60	3.24	4.23	3.82	1.69	3.92	3.89	3.27	3.78
6	1.64	.93	1.76	1.37	3.25	1.57	1.48	1.11	1.35
7	.44	.22	.65	.42	.11	0.47	.41	.27	.35
8	.27	.04	.22	.12	.59	0.14	.11	.06	.09
9	.00	.01	.07	.03	.00	0.03	.02	.01	.02
10	.00	.00	.02	.01	.08	0.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00

19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.49	6.22	8.89	2.45	2.47	2.14	7.60	2.47
APE		24.42	25.22	24.15	23.25	7.86	8.01	13.45	7.32

Schedule # 422

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	22.70	14.03	17.93	16.72	25.96	21.27	21.56	17.59	21.27
1	16.48	28.71	27.96	28.24	14.14	19.05	18.91	21.68	18.54
2	31.91	28.16	24.47	25.52	33.28	30.61	30.28	33.09	30.83
3	14.78	17.61	15.70	16.27	8.66	15.19	15.26	15.20	15.59
4	9.22	7.89	8.17	8.14	13.00	8.96	9.16	8.61	9.17
5	2.95	2.69	3.63	3.38	1.33	3.19	3.18	2.65	3.09
6	1.42	.73	1.42	1.21	2.96	1.24	1.21	.91	1.12
7	.55	.16	.49	.38	.08	0.35	.32	.21	.28
8	.00	.03	.16	.10	.52	0.10	.09	.05	.07
9	.00	.00	.04	.03	.00	0.02	.02	.01	.01
10	.00	.00	.01	.01	.07	0.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.22	6.17	7.87	4.22	1.85	1.47	6.61	1.85
APE		27.83	28.25	28.03	23.08	6.84	6.96	11.15	6.20

Schedule # 423

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05

ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	25.42	15.63	20.36	20.29	27.68	23.62	23.96	21.30	23.62
1	16.58	30.16	28.78	28.81	15.03	19.44	19.16	20.52	18.41
2	31.53	27.89	23.62	23.67	32.97	30.39	30.12	32.29	31.07
3	13.64	16.44	14.57	14.59	8.18	14.15	14.38	14.69	14.90
4	8.24	6.94	7.43	7.43	11.91	8.10	8.25	7.89	8.19
5	2.89	2.23	3.28	3.27	1.12	2.82	2.76	2.34	2.62
6	1.31	.57	1.29	1.28	2.56	1.07	1.02	.76	.89
7	.33	.12	.46	.45	.06	0.30	.26	.17	.22
8	.05	.02	.15	.15	.43	0.08	.07	.04	.05
9	.00	.00	.04	.04	.00	0.02	.01	.01	.01
10	.00	.00	.01	.01	.05	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		13.13	6.78	6.96	3.03	2.41	1.96	5.52	2.41
APE		30.79	30.22	30.21	21.25	6.76	7.05	9.90	5.91

Schedule # 424

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	1.04	2.12	2.30	2.17	9.24	3.04	3.62	.76	3.04
1	2.35	8.87	9.19	8.96	3.83	5.36	7.04	8.95	8.42
2	29.24	17.76	17.81	17.77	24.97	20.66	19.25	20.35	22.11
3	21.66	22.68	22.32	22.58	9.76	20.40	18.99	20.65	17.31
4	21.06	20.74	20.30	20.61	25.48	23.99	22.75	22.85	20.26
5	11.57	14.44	14.25	14.39	6.22	14.18	14.19	12.93	13.05
6	7.36	7.97	8.03	7.98	13.06	7.70	9.09	8.52	9.13
7	3.11	3.57	3.72	3.61	1.54	3.03	3.52	3.25	4.13
8	1.91	1.32	1.44	1.35	4.36	1.11	1.23	1.30	1.79
9	.33	.41	.47	.43	.18	0.37	.27	.33	.56
10	.27	.11	.13	.11	1.11	0.12	.05	.09	.16
11	.11	.02	.03	.03	.01	0.03	.00	.02	.03
12	.00	.00	.01	.01	.22	0.01	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.03	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.09	1.27	1.09	8.29	2.02	2.61	0.28	2.02
APE		24.45	24.75	24.56	38.88	20.10	25.13	22.06	23.41

Schedule # 425

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	7.58	5.21	5.43	5.23	14.18	8.03	8.84	2.57	8.03
1	6.66	16.39	16.57	16.41	8.05	9.88	11.40	15.47	12.67
2	36.28	24.69	24.52	24.67	30.38	29.98	26.99	31.90	27.96
3	21.77	23.71	23.38	23.68	11.65	21.03	19.65	19.83	18.83
4	15.06	16.30	16.13	16.29	21.16	18.03	19.06	18.26	18.26
5	6.16	8.54	8.57	8.54	4.20	7.90	8.59	7.31	8.26
6	4.20	3.54	3.64	3.55	7.48	3.43	3.96	3.41	4.11
7	1.58	1.19	1.27	1.20	.59	1.17	1.13	.92	1.32
8	.38	.33	.37	.34	1.86	0.39	.31	.27	.42
9	.27	.08	.09	.08	.04	0.12	.06	.05	.10
10	.05	.02	.02	.02	.36	0.03	.01	.01	.02

11	.00	.00	.00	.00	.00	0.01	.00	.00	.00
12	.00	.00	.00	.00	.05	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		2.56	2.33	2.56	7.14	0.49	1.36	5.42	0.49
APE		30.51	30.13	30.48	34.43	17.68	25.52	23.05	25.06

Schedule # 426

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	23.51	15.40	18.73	18.18	27.17	22.26	22.60	19.02	22.26
1	17.73	29.96	29.08	29.25	15.21	19.62	19.42	22.10	19.31
2	31.91	27.93	24.79	25.27	32.94	31.56	31.12	33.62	31.54
3	14.35	16.61	15.22	15.44	8.43	14.65	14.73	14.50	14.98
4	8.62	7.07	7.47	7.43	11.97	8.01	8.30	7.73	8.29
5	2.67	2.29	3.09	2.98	1.17	2.63	2.63	2.16	2.54
6	.87	.59	1.11	1.03	2.57	0.95	.91	.68	.84
7	.33	.12	.35	.31	.06	0.25	.22	.14	.19
8	.00	.02	.10	.08	.43	0.07	.05	.03	.04
9	.00	.00	.03	.02	.00	0.01	.01	.00	.01
10	.00	.00	.01	.00	.05	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00

23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		10.60	6.25	7.05	4.78	1.63	1.19	5.87	1.63
APE		27.34	27.86	27.49	21.94	4.48	4.48	10.51	4.26

Schedule # 427

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.24	8.45	8.72	8.46	20.35	10.96	11.59	3.20	10.96
1	8.46	21.99	22.09	22.00	9.42	11.53	12.77	20.13	14.59
2	41.52	27.43	27.14	27.41	33.28	37.95	34.99	41.57	35.30
3	19.64	21.81	21.52	21.80	9.30	18.54	17.77	15.25	16.24
4	13.58	12.42	12.36	12.42	18.17	15.25	16.86	15.18	16.31
5	3.98	5.39	5.48	5.39	2.31	4.16	4.40	3.28	4.45
6	.98	1.85	1.94	1.86	5.48	1.31	1.38	1.16	1.69
7	.55	.52	.57	.52	.23	0.24	.21	.19	.35
8	.05	.12	.14	.12	1.21	0.04	.03	.04	.08
9	.00	.02	.03	.02	.01	0.01	.00	.01	.01
10	.00	.00	.01	.00	.21	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.14	2.84	3.14	10.26	0.32	0.39	9.06	0.32
APE		37.57	37.99	37.61	36.09	11.55	19.34	21.37	22.42

Schedule # 428

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
mcafee.com	3.00	3.71

earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.57	8.49	8.77	8.52	21.16	11.46	12.31	4.69	11.46
1	8.67	22.06	22.16	22.07	8.66	11.42	12.41	18.68	13.96
2	42.12	27.45	27.16	27.42	33.66	38.33	35.12	41.49	35.90
3	18.17	21.78	21.49	21.75	8.51	17.39	16.77	14.61	15.52
4	13.04	12.37	12.32	12.37	18.48	15.33	17.28	15.75	16.67
5	4.36	5.36	5.44	5.37	2.11	4.08	4.24	3.18	4.21
6	1.69	1.84	1.93	1.85	5.68	1.64	1.59	1.34	1.82
7	.27	.51	.56	.52	.21	0.29	.25	.21	.35
8	.11	.12	.14	.12	1.27	0.05	.04	.05	.09
9	.00	.02	.03	.02	.01	0.01	.00	.01	.01
10	.00	.00	.00	.00	.22	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.48	3.17	3.48	10.84	0.12	0.84	7.78	0.12
APE		38.18	38.63	38.22	35.38	11.34	18.87	21.00	20.56

Schedule # 429

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	20.29	11.72	15.76	13.04	21.96	18.54	18.77	13.90	18.54
1	16.26	26.28	26.10	26.30	14.34	18.91	18.76	22.05	17.95
2	29.24	28.24	24.41	26.86	32.83	28.59	28.19	31.42	28.82

3	16.97	19.35	16.81	18.44	10.56	17.01	17.30	17.55	17.98
4	10.69	9.50	9.42	9.53	14.14	10.20	10.47	9.92	10.62
5	3.76	3.55	4.52	3.94	1.94	4.28	4.24	3.55	4.11
6	1.85	1.05	1.91	1.35	3.37	1.72	1.63	1.21	1.47
7	.76	.25	.72	.39	.14	0.54	.48	.30	.40
8	.05	.05	.25	.10	.62	0.16	.13	.07	.10
9	.11	.01	.08	.02	.00	0.04	.03	.01	.02
10	.00	.00	.02	.00	.09	0.01	.01	.00	.00
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		10.75	5.68	9.15	2.10	2.20	1.91	8.02	2.20
APE		20.34	21.60	20.37	25.23	6.13	6.59	13.49	5.55

Schedule # 430

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.47	3.12	3.33	3.22	12.29	3.85	4.48	.95	3.85
1	2.67	11.63	11.92	11.77	4.34	6.33	7.88	11.00	9.46
2	36.88	20.79	20.73	20.76	28.39	25.84	24.02	25.27	26.65
3	21.39	23.71	23.31	23.51	8.81	20.52	19.22	20.59	17.61
4	19.64	19.36	19.01	19.18	24.83	24.84	23.97	23.65	21.04
5	8.95	12.04	11.96	12.00	4.48	10.96	11.31	9.54	10.43
6	5.84	5.93	6.04	5.98	11.37	5.32	6.79	6.56	7.30
7	1.91	2.37	2.50	2.44	.89	1.64	1.79	1.68	2.41
8	.82	.78	.87	.83	3.51	0.50	.48	.62	.96
9	.27	.22	.26	.24	.08	0.14	.05	.11	.22
10	.11	.05	.06	.06	.83	0.04	.00	.03	.06
11	.05	.01	.01	.01	.00	0.01	.00	.00	.01
12	.00	.00	.00	.00	.15	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.67	1.89	1.67	10.98	2.42	3.05	0.53	2.42
APE		31.95	32.38	32.12	43.41	24.49	29.15	27.18	26.31

Schedule # 431

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
overture.com	2.21	3.98
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	13.91	5.86	9.44	5.88	14.22	11.84	12.45	5.07	11.84
1	10.20	17.64	19.49	17.66	9.64	13.41	13.79	18.05	12.30
2	26.95	25.46	22.66	25.44	30.43	25.94	24.03	28.35	25.26
3	19.09	23.43	19.37	23.40	12.78	18.60	18.44	19.73	19.78
4	15.33	15.44	13.47	15.42	19.83	15.32	16.28	16.73	16.81
5	7.09	7.75	8.02	7.76	4.23	8.09	8.49	7.46	8.33
6	4.42	3.08	4.21	3.09	6.47	4.15	4.28	3.28	3.87
7	1.75	.99	1.98	1.00	.55	1.74	1.55	.98	1.29
8	.82	.27	.85	.27	1.50	0.65	.52	.28	.40
9	.33	.06	.33	.06	.03	0.20	.14	.06	.10
10	.00	.01	.12	.01	.28	0.05	.03	.01	.02
11	.11	.00	.04	.00	.00	0.01	.01	.00	.00
12	.00	.00	.01	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.35	5.19	9.35	0.36	2.40	1.70	10.27	2.40
APE		19.84	20.12	19.82	25.98	7.49	12.16	16.84	10.44

Schedule # 432

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	44.03	31.17	40.33	41.02	39.61	41.12	41.12	40.71	41.12
1	21.82	37.23	29.43	28.88	25.15	26.35	26.42	25.94	25.37
2	19.09	21.31	16.29	15.96	24.39	18.51	18.69	19.45	19.49
3	9.27	7.78	7.94	7.89	5.43	8.38	8.34	8.74	8.78
4	3.55	2.03	3.57	3.63	4.39	3.73	3.65	3.63	3.67
5	1.75	.40	1.50	1.58	.34	1.32	1.24	1.13	1.15
6	.38	.06	.60	.65	.60	0.43	.40	.32	.33
7	.11	.01	.23	.26	.01	0.12	.11	.07	.08
8	.00	.00	.08	.10	.07	0.03	.03	.02	.02
9	.00	.00	.03	.03	.00	0.01	.01	.00	.00
10	.00	.00	.01	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.98	6.61	5.56	7.90	5.20	5.20	5.93	5.20
APE		40.04	22.28	22.12	27.01	11.99	11.79	10.42	9.40

Schedule # 433

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93

earthlink.net	2.35	3.16
overture.com	2.21	3.98
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	46.97	34.80	44.64	45.75	43.81	45.18	45.13	45.32	45.18
1	23.19	37.55	28.39	27.45	24.89	25.70	25.92	24.67	24.55
2	17.35	19.42	14.75	14.26	21.96	16.84	17.08	17.73	18.08
3	7.64	6.40	6.98	6.92	4.64	7.45	7.26	7.78	7.85
4	2.67	1.51	3.10	3.20	3.77	3.25	3.11	3.16	3.10
5	1.42	.27	1.31	1.42	.30	1.11	1.05	.98	.92
6	.65	.04	.53	.60	.54	0.35	.34	.28	.25
7	.11	.00	.20	.25	.01	0.09	.09	.07	.06
8	.00	.00	.07	.10	.07	0.02	.02	.01	.01
9	.00	.00	.03	.04	.00	.00	.00	.00	.00
10	.00	.00	.01	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.95	4.39	2.47	5.96	3.38	3.47	3.11	3.38
APE		39.03	17.57	16.86	22.29	8.37	8.56	6.32	6.96

Schedule # 434

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	34.32	21.19	28.09	29.70	30.82	31.71	31.80	30.07	31.71
1	17.02	33.97	30.15	29.24	20.94	20.45	20.76	21.58	19.88
2	26.30	26.09	20.79	19.76	30.08	26.81	26.40	27.76	27.30
3	12.93	12.77	11.53	11.18	7.88	12.19	12.11	12.39	12.32
4	6.49	4.48	5.55	5.65	7.96	5.84	6.06	5.83	6.09
5	2.07	1.20	2.41	2.62	.75	2.07	2.00	1.73	1.95
6	.65	.25	.96	1.13	1.33	0.68	.66	.50	.58

7	.16	.04	.35	.46	.03	0.19	.16	.11	.13
8	.05	.01	.12	.17	.18	0.05	.04	.02	.03
9	.00	.00	.04	.06	.00	0.01	.01	.00	.00
10	.00	.00	.01	.02	.02	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.99	9.49	7.17	5.33	3.97	3.84	6.47	3.97
APE		31.61	33.40	34.85	25.12	8.22	7.90	11.86	7.78

Schedule # 435

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	24.06	13.96	18.99	18.15	25.02	21.73	22.23	19.13	21.73
1	16.48	28.65	27.63	27.84	15.20	19.17	19.02	20.56	18.17
2	29.73	28.17	23.58	24.25	32.86	29.88	28.84	31.26	29.82
3	14.46	17.66	15.24	15.61	9.35	15.05	15.59	16.07	16.42
4	9.06	7.93	8.20	8.21	12.66	8.67	9.14	8.81	9.21
5	4.36	2.71	3.84	3.70	1.45	3.52	3.41	2.91	3.20
6	1.47	.73	1.61	1.47	2.82	1.40	1.29	.97	1.09
7	.22	.16	.61	.53	.09	0.42	.36	.23	.27
8	.16	.03	.21	.17	.49	0.12	.10	.05	.07
9	.00	.00	.07	.05	.00	0.03	.02	.01	.01
10	.00	.00	.02	.01	.07	0.01	.00	.00	.00
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00

19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	13.30	6.68	7.90	1.26	3.07	2.41	6.49	3.07	
APE	27.18	26.52	26.18	23.60	6.60	7.89	12.58	7.35	

Schedule # 436

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	2.07	2.82	3.02	2.88	10.47	3.86	4.53	2.29	3.65
1	2.35	10.86	11.16	10.94	4.95	6.03	7.81	9.80	9.18
2	34.48	20.01	19.98	2.00	26.70	24.28	22.32	23.66	25.74
3	20.68	23.52	23.12	23.40	10.69	20.66	19.23	19.83	17.35
4	20.08	19.79	19.41	19.68	24.48	24.26	23.28	22.62	20.52
5	10.75	12.68	12.58	12.65	5.77	12.04	12.26	11.12	11.27
6	5.62	6.44	6.53	6.47	11.22	5.78	7.47	7.32	7.74
7	2.51	2.65	2.79	2.69	1.21	2.06	2.30	2.30	2.97
8	.87	.90	1.00	.93	3.41	0.70	.68	.85	1.18
9	.33	.26	.30	.27	.12	0.23	.11	.17	.30
10	.16	.06	.08	.07	.80	0.07	.01	.04	.08
11	.05	.01	.02	.01	.01	0.02	.00	.01	.01
12	.05	.00	.00	.00	.15	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	0.77	0.97	0.77	0.77	8.58	1.83	2.51	0.22	1.61
APE	29.91	30.39	30.04	30.04	41.05	20.85	27.06	24.84	23.44

Schedule # 437

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17

ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	28.37	16.72	23.73	24.11	28.90	27.05	27.23	24.45	27.05
1	17.95	31.05	28.48	28.33	15.41	20.16	20.09	21.64	19.38
2	27.22	27.62	21.75	21.49	32.82	26.41	26.19	28.21	26.81
3	13.86	15.67	13.29	13.17	7.78	13.61	13.70	14.04	14.18
4	7.86	6.37	7.03	7.03	11.29	7.85	8.06	7.79	8.14
5	2.73	1.97	3.34	3.39	.98	3.12	3.05	2.64	2.96
6	1.25	.48	1.45	1.50	2.34	1.26	1.20	.93	1.09
7	.49	.10	.59	.62	.05	0.38	.35	.23	.30
8	.11	.02	.22	.24	.37	0.12	.10	.06	.08
9	.16	.00	.08	.09	.00	0.03	.02	.01	.02
10	.00	.00	.03	.03	.05	0.01	.01	.00	.00
11	.00	.00	.01	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.26	6.48	6.03	0.74	1.84	1.59	5.47	1.84
APE		26.48	25.88	26.40	29.88	5.50	5.86	8.10	4.45

Schedule # 438

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	22.48	13.95	17.87	16.53	25.62	21.03	21.42	17.42	21.03
1	16.58	28.64	27.91	28.21	14.41	19.22	19.04	21.82	18.68
2	31.97	28.17	24.47	25.63	33.17	30.58	30.04	32.83	30.71
3	15.11	17.66	15.74	16.36	8.88	15.37	15.50	15.48	15.87
4	8.67	7.93	8.21	8.18	12.94	8.83	9.14	8.59	9.14
5	3.11	2.71	3.66	3.38	1.37	3.21	3.23	2.68	3.12
6	1.53	.73	1.43	1.20	2.93	1.25	1.20	.90	1.10
7	.55	.16	.50	.37	.08	0.37	.32	.21	.28
8	.00	.03	.16	.10	.51	0.11	.09	.05	.07
9	.00	.00	.05	.02	.00	0.03	.02	.01	.01
10	.00	.00	.01	.01	.07	0.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.00	5.95	7.79	4.05	1.87	1.37	6.53	1.87
APE		26.79	26.88	26.60	23.31	6.66	7.79	10.33	6.94

Schedule # 439

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	24.99	15.71	20.18	20.04	27.78	23.62	23.84	21.05	23.62
1	16.80	30.23	28.91	28.96	15.02	19.45	19.23	20.78	18.49
2	32.24	27.87	23.81	23.92	32.98	30.41	30.36	32.57	30.98
3	13.91	16.39	14.62	14.68	8.14	14.21	14.36	14.57	15.00
4	7.42	6.90	7.39	7.38	11.88	8.17	8.18	7.79	8.25
5	2.89	2.21	3.22	3.19	1.11	2.76	2.70	2.28	2.56
6	1.31	.56	1.24	1.22	2.55	1.02	.99	.74	.85
7	.38	.12	.43	.42	.06	0.27	.25	.16	.19
8	.05	.02	.14	.13	.42	0.07	.07	.04	.04
9	.00	.00	.04	.04	.00	0.02	.01	.01	.01
10	.00	.00	.01	.01	.05	.00	.00	.00	.00

11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.37	6.41	6.68	3.72	1.83	1.53	5.25	1.83
APE		30.02	29.16	29.13	22.02	8.13	8.25	9.01	7.83

Schedule # 440

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	8.29	6.00	6.25	6.01	16.65	8.42	9.07	3.45	8.42
1	6.71	17.90	18.09	17.91	7.75	10.39	11.75	15.84	13.35
2	38.08	25.61	25.38	25.60	31.73	32.14	29.51	34.25	30.20
3	21.66	23.37	23.00	23.35	10.02	20.87	19.62	19.12	18.37
4	14.95	15.26	15.11	15.25	20.71	17.64	18.82	17.57	17.98
5	5.67	7.59	7.65	7.60	3.28	6.86	7.32	6.18	7.08
6	3.22	2.99	3.11	3.00	7.21	2.68	3.04	2.75	3.31
7	1.15	.96	1.04	.96	.42	0.74	.71	.64	.94
8	.27	.25	.29	.25	1.79	0.21	.15	.17	.28
9	.00	.06	.07	.06	.03	0.04	.02	.03	.06
10	.00	.01	.01	.01	.35	0.01	.00	.01	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.05	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00

23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	2.50	2.22	2.50	9.12	0.14	0.85	5.28	0.14	
APE	30.65	30.40	30.64	36.92	16.74	23.91	21.54	24.68	

Schedule # 441

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	27.71	15.17	21.84	21.71	26.99	25.25	25.28	21.78	25.25
1	16.48	29.68	27.80	27.84	15.10	19.94	19.83	21.98	18.86
2	25.75	27.90	22.17	22.27	32.74	25.71	26.07	28.45	26.52
3	14.78	16.79	14.03	14.08	8.52	14.47	14.41	14.72	15.16
4	9.38	7.26	7.65	7.65	12.12	8.94	8.81	8.51	9.01
5	3.93	2.40	3.74	3.72	1.24	3.60	3.53	3.04	3.43
6	1.58	.63	1.67	1.65	2.68	1.47	1.45	1.12	1.29
7	.22	.14	.69	.68	.07	0.44	.45	.30	.36
8	.11	.02	.27	.26	.47	0.13	.14	.08	.10
9	.05	.00	.10	.09	.00	0.03	.03	.02	.02
10	.00	.00	.03	.03	.06	0.01	.01	.00	.00
11	.00	.00	.01	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		17.35	8.12	8.37	1.00	3.40	3.36	8.20	3.40
APE		30.68	25.43	25.23	30.14	6.86	7.51	14.69	6.74

Schedule # 442

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22

ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
real.com	2.07	3.60
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	18.66	9.98	14.35	10.80	19.26	16.85	17.14	11.49	16.85
1	14.89	24.05	24.42	24.21	13.76	17.79	17.75	21.26	17.10
2	28.97	27.86	23.85	27.01	32.20	27.61	27.01	30.80	27.92
3	17.13	20.66	17.38	19.95	11.80	17.57	17.74	18.31	17.88
4	11.51	11.01	10.43	10.94	15.35	11.37	11.71	11.28	11.83
5	4.69	4.49	5.42	4.74	2.57	5.27	5.27	4.47	5.22
6	2.73	1.46	2.50	1.68	3.92	2.34	2.29	1.72	2.19
7	1.04	.39	1.05	.50	.22	0.83	.77	.49	.71
8	.27	.08	.40	.13	.77	0.27	.25	.14	.21
9	.11	.02	.14	.03	.01	0.07	.06	.03	.05
10	.00	.00	.05	.01	.12	0.02	.02	.01	.01
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		10.67	5.30	9.77	0.74	2.23	1.87	8.81	2.23
APE		20.53	21.11	20.33	22.61	7.47	8.62	14.27	7.20

Schedule # 443

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	48.28	37.42	46.04	47.26	44.94	46.75	47.12	46.85	46.75
1	23.30	37.49	28.94	27.84	26.06	25.70	25.57	25.27	25.36
2	17.46	18.05	14.35	13.85	21.33	17.16	16.92	17.42	17.53
3	7.15	5.56	6.39	6.37	4.03	6.63	6.58	6.82	6.74
4	2.62	1.23	2.65	2.78	3.06	2.65	2.65	2.63	2.60
5	.98	.21	1.04	1.16	.18	0.81	.82	.75	.75
6	.16	.03	.39	.46	.36	0.23	.25	.20	.21
7	.00	.00	.14	.18	.00	0.06	.06	.05	.05
8	.05	.00	.05	.07	.04	0.01	.01	.01	.01
9	.00	.00	.02	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.00	4.33	2.15	6.46	2.96	2.24	2.76	2.96
APE		36.18	19.32	18.95	21.66	6.94	7.27	5.24	5.67

Schedule # 444

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	6.49	4.74	4.98	4.89	14.35	7.04	7.87	3.44	7.04
1	6.16	15.34	15.57	15.48	6.77	9.39	10.97	13.53	11.32
2	35.73	23.85	23.69	23.75	30.17	28.84	25.99	29.86	27.55
3	21.44	23.74	23.35	23.51	10.42	21.49	20.01	20.41	19.89
4	15.55	16.98	16.75	16.84	22.12	18.98	19.46	18.70	18.89

5	7.97	9.30	9.31	9.31	4.09	8.50	9.36	8.31	8.81
6	4.20	4.05	4.17	4.12	8.50	3.71	4.47	4.04	4.39
7	1.69	1.44	1.54	1.50	.64	1.32	1.38	1.23	1.46
8	.44	.43	.48	.46	2.30	0.49	.39	.38	.49
9	.22	.11	.13	.12	.05	0.17	.08	.09	.12
10	.00	.02	.03	.03	.49	0.06	.01	.02	.03
11	.11	.00	.01	.00	.00	0.02	.00	.00	.01
12	.00	.00	.00	.00	.08	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.87	1.61	1.87	8.41	0.59	1.48	3.26	0.59
APE		28.63	28.17	28.37	38.19	16.30	23.71	20.00	21.14

Schedule # 445

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	10.37	6.80	7.40	6.83	16.68	10.80	11.71	1.25	10.80
1	8.89	19.25	19.60	19.28	9.58	10.84	12.77	20.85	12.75
2	37.10	26.22	25.66	26.18	31.48	32.31	28.48	36.04	30.92
3	19.69	22.85	22.10	22.80	11.26	20.33	18.96	17.91	18.82
4	13.37	14.32	14.04	14.30	19.16	15.33	16.75	15.26	15.49
5	6.06	6.86	7.01	6.87	3.42	6.47	7.14	5.47	6.73
6	3.00	2.62	2.85	2.63	6.19	2.65	3.10	2.39	3.12
7	.93	.81	.97	.82	.42	0.90	.84	.61	.97
8	.44	.21	.28	.21	1.46	0.28	.21	.17	.30
9	.11	.05	.07	.05	.02	0.08	.04	.03	.07
10	.05	.01	.02	.01	.28	0.02	.00	.01	.02
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00

14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.98	3.31	3.98	7.04	0.48	1.50	10.18	0.48
APE		30.10	29.68	30.09	31.52	11.55	20.34	20.75	15.70

Schedule # 446

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.57	6.99	8.31	7.06	16.59	11.59	12.67	3.06	11.59
1	9.22	19.58	20.25	19.62	9.92	11.01	13.00	20.29	12.71
2	36.93	26.38	25.16	26.31	31.63	32.37	27.97	34.63	30.85
3	17.84	22.74	21.19	22.65	11.52	19.94	18.60	17.94	18.48
4	13.20	14.09	13.53	14.06	18.95	14.60	16.31	15.22	15.20
5	6.71	6.68	6.97	6.70	3.39	6.26	7.13	5.64	6.70
6	2.56	2.52	3.00	2.55	5.94	2.68	3.12	2.39	3.08
7	1.42	.78	1.11	.79	.39	1.03	.91	.63	.99
8	.33	.20	.36	.21	1.36	0.36	.25	.17	.31
9	.16	.04	.10	.05	.02	0.12	.05	.03	.08
10	.05	.01	.03	.01	.25	0.03	.01	.01	.02
11	.00	.00	.01	.00	.00	0.01	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00

23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		5.18	3.69	5.18	5.68	0.02	1.24	9.62	0.02
APE		31.32	31.22	31.22	30.77	12.34	20.73	20.19	15.04

Schedule # 447

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	6.27	3.74	4.81	3.75	11.43	6.71	7.58	2.76	6.71
1	5.51	13.11	14.26	13.12	6.79	8.93	10.45	12.46	10.29
2	32.02	22.07	21.56	22.07	27.75	25.31	22.58	26.18	25.00
3	21.82	23.78	22.05	23.77	12.18	21.09	19.53	20.89	19.17
4	16.15	18.41	17.10	18.41	22.64	18.79	19.28	19.45	18.39
5	8.24	10.91	10.69	10.91	5.61	10.22	11.09	10.19	10.80
6	5.51	5.14	5.58	5.14	9.21	5.25	6.02	5.30	5.98
7	2.35	1.98	2.50	1.98	1.04	2.28	2.34	1.90	2.41
8	1.25	.63	.97	.63	2.57	0.93	.83	.65	.89
9	.60	.17	.33	.17	.09	0.34	.23	.17	.26
10	.16	.04	.10	.04	.57	0.11	.06	.04	.07
11	.11	.01	.03	.01	.00	0.03	.01	.01	.02
12	.00	.00	.01	.00	.10	0.01	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		2.70	1.56	2.70	5.51	0.47	1.40	3.74	0.47
APE		28.22	25.35	28.22	33.91	17.64	25.78	22.28	22.04

Schedule # 448

Site	Avg. Aud. (%)	Cume (%)
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msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	31.53	19.38	26.01	26.79	29.37	29.47	29.64	27.23	29.47
1	17.35	32.82	29.68	29.28	19.64	20.59	20.75	22.21	19.95
2	27.06	26.73	21.40	20.88	30.83	26.93	26.45	28.16	27.46
3	14.29	13.93	12.31	12.11	8.33	12.83	12.87	13.06	13.03
4	6.00	5.22	6.12	6.15	8.98	6.49	6.76	6.46	6.73
5	2.67	1.50	2.73	2.84	.91	2.44	2.39	2.05	2.34
6	.76	.34	1.12	1.21	1.62	0.88	.84	.64	.77
7	.11	.06	.42	.48	.04	0.26	.23	.15	.20
8	.05	.01	.15	.18	.24	0.07	.06	.03	.05
9	.11	.00	.05	.06	.00	0.02	.01	.01	.01
10	.05	.00	.02	.02	.03	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		17.74	8.06	6.86	3.15	3.01	2.76	6.28	3.01
APE		27.43	30.68	31.62	26.30	8.73	9.98	12.56	8.13

Schedule # 449

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
cnn.com	2.59	4.31

earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	13.75	6.48	9.04	6.49	16.42	11.90	12.35	4.47	11.90
1	10.91	18.70	19.98	18.71	8.93	13.78	13.91	19.06	13.65
2	27.82	25.94	23.78	25.94	31.57	26.98	25.71	30.67	26.71
3	18.11	23.03	20.11	23.02	10.98	18.78	18.65	19.30	18.64
4	16.53	14.70	13.46	14.69	19.79	15.47	16.36	16.23	16.18
5	7.69	7.18	7.53	7.18	3.42	7.48	7.68	6.47	7.71
6	3.00	2.79	3.65	2.79	6.54	3.72	3.67	2.78	3.62
7	1.36	.88	1.56	.89	.42	1.29	1.18	.75	1.15
8	.71	.23	.60	.23	1.56	0.44	.37	.21	.35
9	.11	.05	.21	.05	.02	0.12	.09	.04	.08
10	.00	.01	.06	.01	.29	0.03	.02	.01	.02
11	.00	.00	.02	.00	.00	0.01	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		8.43	5.46	8.43	3.10	2.14	1.62	10.76	2.14
APE		21.07	22.59	21.07	30.31	7.84	8.19	17.53	6.94

Schedule # 450

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
google.com	9.90	15.17
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	10.53	6.60	7.61	6.67	17.22	10.38	11.71	3.24	10.38
1	7.97	18.91	19.49	18.96	8.40	11.07	12.21	18.43	13.35
2	37.97	26.05	25.15	25.99	32.03	32.84	28.58	34.42	30.89

3	19.97	22.97	21.71	22.87	10.19	19.26	18.21	17.74	16.89
4	11.78	14.55	14.06	14.52	19.99	15.51	17.96	17.33	16.78
5	6.27	7.05	7.27	7.07	3.13	6.42	7.12	5.74	7.03
6	3.71	2.72	3.11	2.75	6.68	2.98	3.09	2.37	3.28
7	1.09	.86	1.13	.88	.38	1.05	.83	.55	1.01
8	.55	.22	.35	.23	1.61	0.37	.23	.14	.30
9	.16	.05	.10	.05	.02	0.10	.05	.03	.07
10	.00	.01	.02	.01	.30	0.03	.01	.00	.01
11	.00	.00	.00	.00	.00	0.01	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.39	3.26	4.39	7.48	0.17	1.32	8.15	0.17
APE		34.74	33.84	34.67	36.57	15.50	26.53	27.65	24.77

Schedule # 451

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	42.83	31.56	40.10	40.26	39.80	40.77	40.89	40.16	40.77
1	23.95	37.22	29.86	29.74	25.36	27.19	27.03	27.11	26.28
2	18.88	21.10	16.44	16.36	24.18	18.49	18.63	19.33	19.35
3	9.00	7.66	7.88	7.87	5.38	8.19	8.27	8.52	8.62
4	3.49	2.00	3.45	3.47	4.28	3.52	3.50	3.43	3.48
5	1.25	.40	1.41	1.43	.33	1.26	1.18	1.06	1.10
6	.38	.06	.55	.56	.58	0.42	.37	.30	.31
7	.16	.01	.20	.21	.01	0.12	.10	.07	.08
8	.05	.00	.07	.07	.07	0.03	.02	.02	.02
9	.00	.00	.02	.02	.00	0.01	.01	.00	.00
10	.00	.00	.01	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00

12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	19.71	4.78	4.46	5.30	3.60	3.39	4.67	3.60	
APE	34.44	17.37	17.35	21.72	8.03	7.43	7.94	6.16	

Schedule # 452

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	49.75	37.93	47.35	48.69	46.49	48.06	48.21	48.27	48.06
1	22.48	37.46	28.10	26.89	24.94	24.95	25.09	24.24	24.18
2	16.86	17.79	13.85	13.30	20.72	16.44	16.34	16.86	17.27
3	6.55	5.41	6.27	6.23	3.94	6.61	6.44	6.81	6.85
4	3.11	1.18	2.68	2.81	3.20	2.69	2.69	2.71	2.64
5	.82	.20	1.09	1.22	.21	0.88	.86	.81	.75
6	.27	.03	.43	.51	.42	0.27	.27	.23	.20
7	.16	.00	.16	.21	.01	0.07	.07	.05	.04
8	.00	.00	.06	.08	.05	0.02	.02	.01	.01
9	.00	.00	.02	.03	.00	.00	.00	.00	.00
10	.00	.00	.01	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00

21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	23.52	4.78	2.15	6.49	3.36	3.06	2.95	3.36	
APE	39.80	19.62	18.71	19.88	7.04	7.58	5.15	6.27	

Schedule # 453

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	14.84	9.38	10.23	9.40	20.55	14.53	15.59	8.03	14.53
1	9.55	23.24	23.45	23.24	11.21	11.66	13.37	19.66	14.68
2	39.39	27.68	26.81	27.67	32.84	36.63	32.07	37.62	33.69
3	18.22	21.11	20.31	21.09	10.11	17.96	16.88	15.37	15.54
4	11.07	11.57	11.45	11.56	16.75	12.24	14.92	13.72	13.95
5	4.20	4.85	5.11	4.85	2.36	4.52	4.87	3.79	4.88
6	1.69	1.62	1.87	1.62	4.75	1.71	1.81	1.44	2.02
7	.60	.44	.58	.44	.22	0.54	.39	.30	.53
8	.38	.10	.15	.10	1.01	0.17	.08	.07	.14
9	.05	.02	.04	.02	.01	0.04	.01	.01	.03
10	.00	.00	.01	.00	.17	0.01	.00	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.02	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	6.41	5.41	9.03	6.71	0.36	0.88	8.00	0.36	
APE	35.20	35.59	35.18	33.04	8.14	20.75	21.95	20.83	

Schedule # 454

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
geocities.com	2.92	5.56
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	10.42	6.32	7.71	6.37	15.61	10.74	11.80	1.58	10.74
1	8.95	18.41	19.23	18.44	9.32	10.80	12.68	20.18	13.06
2	36.17	25.79	24.58	25.75	31.13	31.02	26.92	33.99	30.45
3	18.77	23.12	21.38	23.06	11.70	20.22	18.86	18.47	17.04
4	13.04	14.90	14.16	14.87	19.70	15.37	16.78	15.75	15.35
5	7.20	7.35	7.59	7.36	3.72	6.90	7.81	6.20	7.55
6	3.11	2.88	3.41	2.90	6.45	3.08	3.62	2.77	3.83
7	1.58	.92	1.32	.94	.47	1.21	1.13	.78	1.37
8	.55	.25	.44	.25	1.52	0.45	.33	.23	.47
9	.11	.06	.13	.06	.03	0.15	.07	.05	.12
10	.05	.01	.04	.01	.29	0.04	.01	.01	.03
11	.05	.00	.01	.00	.00	0.01	.00	.00	.01
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.58	3.03	4.58	5.79	0.36	1.54	9.87	0.36
APE		30.73	29.84	30.68	31.76	13.03	20.91	21.24	17.08

Schedule # 455

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
go.com	4.26	6.60
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56

cnn.com	2.59	4.31
earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	2.35	3.55	3.76	3.67	12.12	4.46	5.09	2.57	4.19
1	2.95	12.63	12.91	12.79	5.60	6.52	8.28	10.96	9.42
2	38.63	21.64	21.56	21.59	28.26	27.36	25.23	25.64	26.86
3	20.51	23.73	23.34	23.50	10.48	20.42	19.14	20.22	18.68
4	17.89	18.70	18.39	18.52	23.60	24.59	23.79	23.44	22.49
5	10.47	11.28	11.23	11.25	4.99	10.15	10.48	9.00	9.58
6	4.36	5.41	5.52	5.48	10.13	4.47	6.12	6.16	6.16
7	1.91	2.12	2.24	2.19	.94	1.44	1.48	1.43	1.80
8	.44	.69	.77	.73	2.97	0.41	.37	.48	.64
9	.38	.19	.22	.21	.09	0.13	.04	.08	.14
10	.05	.04	.06	.05	.68	0.03	.00	.02	.03
11	.00	.01	.01	.01	.00	0.01	.00	.00	.01
12	.05	.00	.00	.00	.12	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.23	1.44	1.23	10.01	2.16	2.81	0.23	1.88
APE		34.08	33.97	34.00	45.59	23.44	29.40	31.76	28.66

Schedule # 456

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	21.33	11.21	15.98	13.19	20.34	18.49	18.77	14.15	18.49

1	14.89	25.59	25.52	25.69	15.14	18.63	18.42	21.08	17.26
2	27.88	28.09	23.71	26.09	32.20	27.68	27.24	30.39	28.05
3	16.69	19.73	16.61	18.31	11.66	17.02	17.32	17.97	18.28
4	11.35	9.96	9.66	9.92	14.11	10.46	10.84	10.49	11.09
5	4.80	3.85	4.89	4.40	2.28	4.70	4.68	3.99	4.51
6	1.91	1.18	2.21	1.65	3.36	2.00	1.90	1.42	1.68
7	.93	.30	.91	.54	.18	0.70	.60	.38	.48
8	.16	.06	.34	.16	.62	0.22	.18	.10	.13
9	.05	.01	.12	.04	.01	0.06	.04	.02	.03
10	.00	.00	.04	.01	.09	0.01	.01	.00	.01
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.86	6.80	10.40	1.26	3.61	3.25	9.13	3.61
APE		22.61	21.97	21.24	22.47	7.19	7.39	16.25	6.89

Schedule # 457

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
amazon.com	3.19	5.62
lycos.com	3.11	4.80
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	21.28	11.64	16.12	13.58	21.91	18.68	19.04	14.48	18.68
1	15.22	26.10	25.92	26.14	14.22	18.86	18.60	21.37	17.77
2	28.70	28.13	23.98	26.18	32.71	28.29	27.70	30.83	28.42
3	16.58	19.41	16.58	18.08	10.56	16.85	17.20	17.69	17.99
4	11.02	9.62	9.45	9.62	14.24	10.18	10.58	10.16	10.77
5	4.64	3.65	4.66	4.19	1.99	4.41	4.41	3.74	4.26
6	1.58	1.10	2.05	1.54	3.45	1.84	1.74	1.30	1.55
7	.71	.27	.81	.49	.15	0.62	.53	.34	.43
8	.16	.06	.30	.14	.65	0.20	.15	.08	.11
9	.11	.01	.10	.03	.01	0.05	.03	.02	.02

10	.00	.00	.03	.01	.10	0.01	.01	.00	.00
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	12.25	6.55	9.91	0.80	3.30	2.85	8.64	3.30	
APE	22.60	22.57	21.80	25.44	7.43	7.76	15.21	6.76	

Schedule # 458

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	.76	2.35	2.54	2.41	10.24	3.15	3.79	1.88	3.15
1	1.80	9.49	9.80	9.58	3.78	5.54	7.14	8.60	8.04
2	33.22	18.40	18.43	18.41	25.95	21.88	20.34	20.91	22.84
3	20.73	22.84	22.47	22.72	9.04	20.28	18.93	20.29	18.31
4	19.75	20.37	19.96	20.24	25.38	24.33	23.15	23.17	20.94
5	11.02	13.91	13.74	13.86	5.51	13.38	13.50	12.31	12.33
6	7.58	7.55	7.62	7.57	12.87	7.28	8.67	8.26	8.60
7	3.06	3.35	3.49	3.39	1.34	2.73	3.13	2.96	3.58
8	1.25	1.23	1.35	1.27	4.34	0.98	1.08	1.20	1.56
9	.49	.38	.44	.40	.15	0.32	.23	.30	.46
10	.27	.10	.13	.11	1.12	0.10	.03	.08	.14
11	.05	.02	.03	.03	.01	0.03	.00	.02	.03
12	.00	.00	.01	.01	.23	0.01	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.04	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00

19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.60	1.79	1.60	9.55	2.41	3.05	1.13	2.41
APE		29.00	28.47	28.77	44.01	23.92	27.99	25.70	23.76

Schedule # 459

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.47	2.59	2.78	2.66	10.69	3.34	3.99	1.97	3.34
1	1.91	10.16	10.47	10.27	4.12	5.68	7.39	9.18	8.28
2	32.95	19.16	19.16	19.16	26.54	23.12	21.39	22.33	24.55
3	21.49	23.13	22.75	22.99	9.32	20.51	19.12	20.06	18.00
4	20.84	20.06	19.67	19.92	25.07	24.60	23.42	22.97	20.73
5	10.09	13.32	13.18	13.27	5.37	12.71	12.91	11.70	11.82
6	6.76	7.03	7.11	7.06	12.25	6.56	8.09	7.83	8.16
7	2.45	3.03	3.17	3.08	1.23	2.31	2.68	2.62	3.25
8	1.53	1.09	1.19	1.12	4.01	0.80	.85	1.03	1.36
9	.38	.33	.38	.35	.13	0.26	.15	.23	.38
10	.00	.08	.10	.09	1.01	0.08	.02	.06	.11
11	.05	.02	.03	.02	.01	0.02	.00	.01	.02
12	.05	.00	.01	.00	.20	0.01	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.03	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.14	1.33	1.14	9.36	1.90	2.56	0.51	1.90

APE	29.63	29.88	29.73	41.01	22.63	27.81	25.47	23.00
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Schedule # 460

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	27.00	14.59	21.90	21.69	24.35	24.83	24.92	21.87	24.83
1	17.57	29.15	27.26	27.33	17.12	20.13	19.98	21.39	18.63
2	25.04	28.00	21.78	21.93	32.17	24.95	25.11	27.30	25.81
3	14.08	17.21	14.02	14.10	10.10	14.74	14.79	15.48	15.79
4	9.77	7.61	7.86	7.87	11.73	8.99	9.07	8.93	9.35
5	3.76	2.57	3.98	3.96	1.51	3.93	3.84	3.38	3.70
6	1.91	.69	1.86	1.83	2.46	1.64	1.59	1.22	1.37
7	.65	.15	.81	.79	.09	0.55	.50	.33	.39
8	.22	.03	.33	.32	.41	0.17	.15	.09	.10
9	.00	.00	.13	.12	.00	0.05	.04	.02	.02
10	.00	.00	.05	.04	.06	0.01	.01	.00	.00
11	.00	.00	.02	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		17.00	6.99	7.36	3.63	2.97	2.85	7.03	2.97
APE		31.41	21.45	21.21	23.48	6.49	6.25	13.51	6.79

Schedule # 461

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84

digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.62	7.56	8.49	7.65	19.18	12.13	13.21	4.19	12.13
1	9.49	20.52	20.94	20.57	8.56	11.27	12.75	19.62	14.01
2	38.57	26.79	25.89	26.69	32.92	33.62	29.78	36.63	31.08
3	17.62	22.38	21.33	22.26	9.34	19.16	17.89	16.75	17.16
4	13.20	13.44	13.13	13.41	19.24	14.44	16.40	15.08	15.50
5	5.51	6.18	6.42	6.21	2.58	5.75	6.30	4.88	6.07
6	2.51	2.26	2.59	2.30	6.16	2.50	2.77	2.18	2.90
7	.93	.67	.88	.70	.28	0.79	.69	.50	.82
8	.49	.17	.26	.18	1.43	0.26	.18	.14	.26
9	.00	.03	.07	.04	.01	0.06	.03	.03	.06
10	.05	.01	.01	.01	.26	0.02	.00	.01	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		4.59	3.54	4.59	8.55	0.58	1.80	8.41	0.58
APE		33.24	33.14	33.20	33.19	11.56	19.46	18.82	18.28

Schedule # 462

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	12.88	8.03	9.37	8.17	19.64	13.03	14.20	5.79	13.03
1	9.44	21.26	21.76	21.33	9.11	11.46	13.12	19.67	14.23
2	38.68	27.08	25.78	26.93	33.04	34.28	29.75	35.79	31.96
3	18.06	22.07	20.66	21.90	9.45	18.80	17.69	16.69	16.12
4	11.62	12.93	12.55	12.89	18.64	13.52	15.75	14.67	14.97
5	5.35	5.79	6.14	5.84	2.48	5.38	6.08	4.79	5.78
6	2.62	2.07	2.51	2.12	5.78	2.32	2.54	1.98	2.70
7	.82	.60	.88	.63	.26	0.82	.66	.47	.85
8	.27	.15	.27	.16	1.31	0.29	.17	.13	.27
9	.16	.03	.07	.03	.01	0.08	.03	.02	.07
10	.11	.01	.02	.01	.23	0.02	.01	.00	.02
11	.00	.00	.00	.00	.00	0.01	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		5.57	4.03	5.57	7.76	0.17	1.52	8.14	0.17
APE		34.78	34.31	34.75	33.90	11.01	21.13	22.36	20.11

Schedule # 463

Site	Avg. Aud. (%)	Cume (%)
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	59.90	49.59	57.95	59.48	56.54	58.29	58.57	58.99	58.29
1	20.13	35.25	25.21	23.60	24.41	22.99	22.96	21.89	22.67
2	13.48	12.05	10.33	9.89	14.86	12.60	12.42	12.74	12.99
3	4.64	2.64	4.07	4.15	2.24	4.16	4.06	4.38	4.22
4	1.31	.41	1.55	1.72	1.66	1.44	1.45	1.50	1.39
5	.38	.05	.57	.70	.08	0.39	.40	.39	.34
6	.11	.00	.21	.28	.19	0.10	.11	.10	.08
7	.05	.00	.07	.11	.00	0.02	.02	.02	.02

8	.00	.00	.02	.04	.02	.00	.01	.00	.00
9	.00	.00	.01	.01	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	25.71	4.86	1.25	8.38	4.01	3.32	2.27	4.01	
APE	49.73	23.39	21.37	22.09	10.97	11.65	7.48	9.05	

Schedule # 464

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	27.11	17.68	20.87	22.88	30.14	26.66	26.90	22.95	26.66
1	15.55	31.68	30.48	29.64	15.51	16.85	17.12	20.65	17.47
2	33.66	27.29	24.40	22.82	32.56	32.37	31.59	34.26	31.75
3	13.69	15.04	14.06	13.44	7.36	14.21	14.13	13.22	13.88
4	7.20	5.96	6.48	6.64	10.87	7.08	7.33	6.57	7.24
5	1.96	1.81	2.52	2.88	.89	2.08	2.13	1.72	2.14
6	.71	.44	.85	1.12	2.23	0.60	.64	.50	.66
7	.11	.09	.26	.40	.04	0.12	.14	.10	.15
8	.00	.01	.07	.13	.35	0.02	.03	.02	.03
9	.00	.00	.02	.04	.00	.00	.00	.00	.01
10	.00	.00	.00	.01	.04	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00

17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	12.94	8.56	5.84	4.16	0.62	0.29	5.71	0.62	
APE	35.04	35.97	37.78	19.47	4.79	6.19	9.99	6.00	

Schedule # 465

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	38.08	25.24	35.51	35.69	35.00	36.04	36.06	35.44	36.04
1	23.51	35.68	28.67	28.55	23.23	26.01	25.88	25.22	24.45
2	19.20	24.26	17.58	17.48	26.48	19.39	19.80	20.76	20.65
3	10.69	10.55	9.52	9.49	7.06	10.07	10.14	10.79	10.96
4	4.69	3.30	4.76	4.77	6.24	5.13	5.02	5.09	5.18
5	2.35	.79	2.24	2.26	.70	2.16	2.02	1.86	1.89
6	.98	.15	1.00	1.02	1.07	0.84	.76	.62	.62
7	.27	.02	.43	.44	.03	0.27	.24	.17	.17
8	.16	.00	.17	.18	.17	0.08	.07	.04	.04
9	.05	.00	.07	.07	.00	0.02	.02	.01	.01
10	.00	.00	.03	.03	.02	.00	.00	.00	.00
11	.00	.00	.01	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00

26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	20.74	4.15	3.83	4.97	3.29	3.26	4.26	3.29	
APE	34.90	13.53	13.60	23.90	6.77	7.35	7.88	6.83	

Schedule # 466

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
go.com	4.26	6.60
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	23.73	14.88	18.19	17.21	24.86	21.82	21.92	18.04	21.82
1	15.82	29.41	28.66	28.91	17.05	19.49	19.42	22.38	18.99
2	32.41	27.95	24.82	25.67	32.19	30.64	30.66	33.24	31.03
3	14.84	17.00	15.51	15.93	9.85	15.30	15.24	15.03	15.53
4	9.27	7.43	7.77	7.71	11.61	8.51	8.57	8.00	8.63
5	2.62	2.49	3.29	3.08	1.45	2.89	2.86	2.36	2.80
6	.87	.66	1.21	1.05	2.43	1.02	1.00	.75	.92
7	.38	.14	.40	.31	.08	0.26	.25	.16	.22
8	.05	.03	.12	.08	.41	0.06	.06	.04	.05
9	.00	.00	.03	.02	.00	0.01	.01	.01	.01
10	.00	.00	.01	.00	.05	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.60	7.26	8.64	1.48	2.50	2.37	7.46	2.50
APE		29.70	31.13	30.47	16.04	9.47	9.14	12.42	8.23

Schedule # 467

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
microsoft.com	14.51	21.22

google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	13.15	5.72	8.62	5.87	14.52	11.27	11.73	3.48	11.27
1	9.82	17.30	18.98	17.42	8.96	13.02	13.32	18.27	12.66
2	27.44	25.16	22.92	25.03	30.46	25.86	24.60	29.82	25.54
3	18.33	23.41	19.95	23.19	12.11	18.71	18.50	19.51	18.95
4	15.77	15.66	13.91	15.56	20.27	16.06	16.72	16.89	16.91
5	8.62	8.01	8.21	8.04	4.15	8.28	8.41	7.23	8.30
6	4.42	3.26	4.22	3.33	6.89	4.33	4.40	3.40	4.21
7	1.64	1.08	1.94	1.13	.56	1.64	1.56	1.01	1.47
8	.44	.30	.80	.32	1.67	0.60	.56	.31	.50
9	.22	.07	.30	.08	.04	0.17	.15	.07	.13
10	.16	.01	.10	.02	.33	0.05	.04	.02	.03
11	.00	.00	.03	.00	.00	0.01	.01	.00	.01
12	.00	.00	.01	.00	.05	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		8.55	5.22	8.55	1.58	2.16	1.64	11.13	2.16
APE		20.40	21.43	20.33	27.93	7.15	9.31	19.10	8.62

Schedule # 468

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

ask.com		1.53			2.73				
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	.98	2.13	2.31	2.18	9.56	2.88	3.46	.70	2.88
1	1.53	8.85	9.16	8.93	3.63	5.14	6.85	8.68	8.03
2	29.62	17.64	17.69	17.65	25.11	20.72	19.34	20.54	21.50
3	21.71	22.50	22.16	22.41	9.18	20.16	18.80	20.40	17.95
4	21.44	20.64	20.20	20.52	25.50	24.39	23.04	23.10	21.37
5	11.78	14.48	14.28	14.43	5.91	14.17	14.12	12.81	12.70
6	7.64	8.08	8.13	8.10	13.31	7.90	9.25	8.66	8.96
7	2.78	3.68	3.83	3.72	1.51	3.04	3.54	3.26	4.00
8	1.47	1.40	1.52	1.43	4.58	1.10	1.27	1.37	1.81
9	.55	.44	.51	.46	.19	0.35	.28	.36	.57
10	.38	.12	.15	.13	1.21	0.11	.05	.10	.18
11	.11	.03	.04	.03	.01	0.03	.00	.02	.04
12	.00	.01	.01	.01	.25	0.01	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.04	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.16	1.34	1.16	8.66	1.92	2.50	0.28	1.92
APE		25.71	25.94	25.76	41.10	21.06	25.98	22.61	22.77

Schedule # 469

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	28.59	15.96	23.29	23.56	25.92	26.52	26.53	23.81	26.52
1	17.46	30.34	27.95	27.85	17.76	20.31	20.10	21.38	18.86
2	25.26	27.74	21.60	21.42	31.97	24.93	25.48	27.45	25.91
3	13.91	16.23	13.47	13.38	9.50	14.14	14.15	14.73	15.21
4	9.49	6.83	7.33	7.32	10.91	8.63	8.44	8.28	8.71
5	3.27	2.20	3.61	3.64	1.29	3.51	3.39	2.97	3.25

6	1.36	.56	1.63	1.67	2.19	1.39	1.35	1.04	1.15
7	.38	.12	.69	.71	.07	0.42	.41	.27	.31
8	.16	.02	.27	.29	.35	0.12	.12	.07	.08
9	.11	.00	.10	.11	.00	0.03	.03	.01	.02
10	.00	.00	.04	.04	.05	0.01	.01	.00	.00
11	.00	.00	.01	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		17.69	7.42	7.02	3.74	2.90	2.88	6.69	2.90
APE		31.82	24.98	25.37	22.84	6.60	6.22	12.69	6.44

Schedule # 470

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	27.66	15.10	23.25	22.83	24.45	25.54	25.89	23.39	25.54
1	17.95	29.61	27.23	27.38	18.00	20.26	20.32	21.03	18.86
2	25.48	27.91	21.16	21.44	31.85	25.27	24.40	26.32	25.68
3	13.75	16.84	13.52	13.67	10.23	14.36	14.65	15.59	15.54
4	8.18	7.31	7.63	7.64	11.20	8.18	8.69	8.68	8.91
5	3.82	2.42	3.93	3.88	1.48	3.84	3.79	3.37	3.61
6	2.24	.64	1.88	1.82	2.27	1.67	1.55	1.19	1.33
7	.71	.14	.84	.80	.09	0.61	.51	.33	.39
8	.11	.02	.36	.33	.37	0.20	.15	.08	.10
9	.00	.00	.14	.13	.00	0.06	.04	.02	.02
10	.05	.00	.05	.05	.05	0.01	.01	.00	.00
11	.05	.00	.02	.02	.00	.00	.00	.00	.00
12	.00	.00	.01	.01	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		17.36	6.10	6.62	4.44	2.93	2.45	5.90	2.93
APE		30.15	21.30	20.80	22.48	5.61	8.23	11.46	7.19

Schedule # 471

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	27.17	15.34	21.50	21.24	27.13	24.93	25.04	21.29	24.93
1	16.80	29.82	28.06	28.15	15.21	20.01	20.01	22.58	19.68
2	26.57	27.87	22.52	22.71	32.73	26.51	26.43	28.91	26.48
3	14.84	16.67	14.15	14.25	8.48	14.51	14.48	14.61	14.89
4	9.44	7.17	7.59	7.59	12.01	8.67	8.71	8.31	8.89
5	3.11	2.36	3.62	3.59	1.22	3.40	3.40	2.90	3.38
6	1.58	.62	1.57	1.54	2.63	1.36	1.36	1.04	1.27
7	.33	.13	.63	.60	.07	0.43	.41	.27	.35
8	.16	.02	.23	.22	.45	0.13	.12	.07	.10
9	.00	.00	.08	.08	.00	0.03	.03	.01	.02
10	.00	.00	.03	.02	.06	0.01	.01	.00	.00
11	.00	.00	.01	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00

24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	16.24	7.79	8.17	0.05	3.08	2.92	8.07	3.08	
APE	28.11	25.90	25.55	27.79	6.93	7.02	14.27	5.84	

Schedule # 472

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.73	6.80	8.41	6.88	16.38	11.67	12.70	3.17	11.67
1	9.27	19.26	20.08	19.31	9.70	11.09	12.91	19.98	12.36
2	35.79	26.22	24.78	26.15	31.53	31.60	27.47	34.01	30.36
3	18.28	22.85	20.96	22.75	11.50	19.86	18.51	18.06	18.61
4	12.88	14.31	13.59	14.28	19.18	14.61	16.37	15.43	15.38
5	7.31	6.86	7.17	6.88	3.45	6.53	7.35	5.88	6.90
6	2.78	2.61	3.19	2.65	6.10	2.91	3.31	2.54	3.22
7	1.09	.81	1.23	.83	.41	1.14	1.01	.69	1.06
8	.60	.21	.41	.22	1.41	0.41	.29	.19	.34
9	.22	.05	.12	.05	.02	0.13	.06	.04	.09
10	.05	.01	.03	.01	.26	0.04	.01	.01	.02
11	.00	.00	.01	.00	.00	0.01	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		5.59	3.76	5.59	5.27	0.07	1.10	9.70	0.07
APE		30.66	29.70	30.54	30.46	11.99	19.08	20.35	14.33

Schedule # 473

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05

aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
earthlink.net	2.35	3.16
real.com	2.07	3.60
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	6.06	3.73	4.57	3.86	12.35	6.49	7.33	2.50	6.49
1	5.67	13.07	14.01	13.23	5.96	8.90	10.30	12.34	10.54
2	31.48	22.04	21.64	21.98	28.45	25.37	22.84	26.63	25.10
3	22.20	23.78	22.38	23.55	10.73	21.12	19.59	20.88	18.93
4	16.09	18.44	17.37	18.26	23.22	19.05	19.52	19.53	18.46
5	8.78	10.94	10.77	10.92	4.95	10.23	11.04	10.06	10.73
6	5.51	5.16	5.53	5.23	9.75	5.27	6.00	5.29	6.03
7	2.18	1.99	2.41	2.06	.92	2.22	2.29	1.89	2.43
8	1.47	.64	.91	.68	2.82	0.90	.81	.66	.92
9	.22	.17	.30	.19	.08	0.31	.22	.17	.27
10	.27	.04	.09	.05	.64	0.10	.05	.04	.07
11	.05	.01	.02	.01	.00	0.03	.01	.01	.02
12	.00	.00	.01	.00	.12	0.01	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		2.48	1.59	2.48	6.70	0.46	1.35	3.79	0.46
APE		26.21	24.21	25.76	35.45	17.00	24.58	20.44	21.76

Schedule # 474

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93

earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	31.91	19.29	26.22	27.02	29.32	29.60	29.79	27.52	29.60
1	17.18	32.77	29.49	29.09	19.56	20.50	20.62	21.85	19.75
2	26.90	26.76	21.22	20.69	30.86	26.78	26.26	27.95	27.35
3	13.26	13.99	12.27	12.06	8.35	12.76	12.85	13.13	13.04
4	6.82	5.26	6.16	6.19	9.03	6.51	6.84	6.57	6.80
5	2.84	1.51	2.79	2.89	.92	2.51	2.45	2.11	2.39
6	.71	.35	1.16	1.25	1.64	0.94	.87	.67	.80
7	.16	.06	.45	.51	.04	0.29	.24	.16	.21
8	.11	.01	.16	.19	.25	0.08	.06	.04	.05
9	.11	.00	.06	.07	.00	0.02	.01	.01	.01
10	.00	.00	.02	.02	.03	.00	.00	.00	.00
11	.00	.00	.01	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		18.53	8.36	7.06	3.80	3.39	3.11	6.45	3.39
APE		29.40	30.20	30.90	24.54	7.43	7.77	10.34	5.89

Schedule # 475

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
weather.com	3.33	5.02
lycos.com	3.11	4.80
cnn.com	2.59	4.31
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	.98	2.10	2.27	2.14	9.65	2.77	3.34	.55	2.77
1	1.36	8.74	9.06	8.82	3.46	5.18	6.74	8.57	7.74
2	29.35	17.50	17.57	17.52	25.17	20.53	19.28	20.54	20.50
3	22.09	22.44	22.10	22.35	8.83	20.09	18.75	20.37	18.60

4	21.00	20.68	20.24	20.57	25.65	24.40	23.17	23.22	22.16
5	11.62	14.58	14.37	14.53	5.74	14.21	14.18	12.82	13.04
6	8.13	8.18	8.22	8.19	13.53	8.10	9.36	8.74	8.99
7	2.84	3.74	3.89	3.78	1.48	3.10	3.57	3.29	3.79
8	1.96	1.42	1.55	1.46	4.72	1.13	1.30	1.40	1.69
9	.44	.46	.53	.47	.18	0.34	.28	.37	.52
10	.05	.12	.15	.13	1.26	0.10	.04	.11	.16
11	.16	.03	.04	.03	.01	0.03	.00	.02	.04
12	.00	.01	.01	.01	.26	0.01	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.04	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.13	1.30	1.13	8.76	1.81	2.38	0.43	1.81
APE		24.82	25.12	24.88	41.93	22.26	26.73	23.28	23.93

Schedule # 476

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	33.72	20.70	27.97	29.64	33.10	31.54	31.84	30.10	31.54
1	16.58	33.61	29.76	28.85	16.95	19.95	20.04	20.73	19.26
2	27.11	26.24	20.64	19.59	31.38	27.04	26.54	28.03	27.63
3	13.37	13.11	11.63	11.25	6.61	11.98	11.87	12.21	12.14
4	6.06	4.71	5.74	5.81	9.23	6.16	6.47	6.25	6.45
5	2.07	1.29	2.57	2.77	.67	2.21	2.17	1.89	2.09
6	.60	.28	1.06	1.24	1.74	0.81	.79	.61	.68
7	.33	.05	.41	.52	.03	0.23	.21	.14	.16
8	.05	.01	.15	.21	.26	0.07	.06	.03	.04
9	.11	.00	.05	.08	.00	0.01	.01	.01	.01
10	.00	.00	.02	.03	.03	.00	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00

13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.64	8.68	6.29	0.94	3.29	2.84	5.46	3.29
APE		31.74	34.60	36.09	26.80	8.30	9.75	10.44	7.85

Schedule # 477

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	13.42	5.04	8.54	5.19	13.25	10.82	11.32	3.05	10.82
1	9.17	15.96	18.18	16.10	8.47	12.84	13.06	17.55	12.25
2	25.15	24.29	21.88	24.18	29.56	24.36	22.92	27.78	24.17
3	18.39	23.66	19.43	23.42	12.53	18.62	18.43	20.03	18.51
4	16.31	16.57	14.09	16.44	20.96	15.82	16.69	17.38	16.99
5	9.11	8.88	8.79	8.89	4.71	9.04	9.34	8.33	9.49
6	4.75	3.78	4.85	3.86	7.46	5.05	5.13	4.01	4.98
7	2.29	1.32	2.41	1.38	.70	2.19	2.04	1.32	1.89
8	.65	.38	1.09	.41	1.87	0.87	.77	.42	.66
9	.60	.09	.46	.10	.05	0.29	.23	.10	.18
10	.16	.02	.18	.02	.38	0.08	.06	.02	.05
11	.00	.00	.06	.00	.00	0.02	.01	.00	.01
12	.00	.00	.02	.00	.06	.00	.00	.00	.00
13	.00	.00	.01	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00

22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	9.68	5.64	9.68	0.20	3.00	2.43	11.98	3.00	
APE	18.79	19.37	18.43	30.47	7.25	9.24	19.73	7.42	

Schedule # 478

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
netscape.com	3.79	5.07
weather.com	3.33	5.02
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.31	2.82	3.02	2.89	11.48	3.31	3.83	1.85	3.31
1	2.35	10.77	11.07	10.88	4.13	5.88	7.42	9.34	8.69
2	34.32	19.82	19.80	19.82	27.39	24.18	22.75	24.22	25.09
3	21.39	23.34	22.96	23.20	8.91	20.55	19.27	19.76	18.35
4	19.80	19.75	19.38	19.62	25.01	25.13	24.14	23.22	21.45
5	10.47	12.79	12.68	12.75	4.89	12.05	12.21	10.88	11.09
6	6.93	6.59	6.68	6.62	11.96	6.26	7.52	7.35	7.76
7	2.35	2.77	2.91	2.82	1.07	1.92	2.18	2.25	2.73
8	.98	.97	1.07	1.00	3.86	0.56	.63	.89	1.14
9	.11	.29	.33	.30	.11	0.13	.08	.19	.28
10	.00	.07	.09	.08	.96	0.02	-.01	.05	.08
11	.00	.02	.02	.02	.01	.00	-.01	.01	.02
12	.00	.00	.00	.00	.19	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.03	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	1.53	1.73	1.53	1.53	10.30	2.03	2.55	0.55	2.03
APE	28.66	29.05	28.77	28.77	42.92	23.29	26.35	23.61	22.82

Schedule # 479

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
go.com	4.26	6.60
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	50.85	40.41	48.67	49.92	47.49	49.42	49.52	49.42	49.42
1	23.02	37.26	28.56	27.37	26.31	25.44	25.73	25.25	25.19
2	16.80	16.52	13.44	12.97	19.71	15.97	15.78	16.24	16.30
3	6.16	4.69	5.72	5.74	3.49	6.09	5.85	6.08	6.11
4	2.35	.96	2.28	2.42	2.56	2.23	2.22	2.21	2.20
5	.60	.15	.86	.98	.14	0.63	.65	.60	.59
6	.05	.02	.31	.38	.28	0.16	.19	.16	.15
7	.11	.00	.11	.14	.00	0.04	.04	.03	.03
8	.05	.00	.04	.05	.03	0.01	.01	.01	.01
9	.00	.00	.01	.02	.00	.00	.00	.00	.00
10	.00	.00	.00	.01	.00	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		21.24	4.44	2.08	6.84	2.91	2.71	2.91	2.91
APE		36.66	20.24	19.21	20.14	7.51	9.09	6.59	6.31

Schedule # 480

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56

overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	19.53	10.22	15.15	12.11	19.44	17.55	17.90	12.91	17.55
1	15.55	24.37	24.62	24.62	14.09	17.87	17.78	20.55	16.60
2	27.66	27.92	23.46	26.03	32.18	27.34	26.76	30.21	27.56
3	16.75	20.48	16.94	18.96	11.82	17.20	17.41	18.17	18.47
4	10.91	10.79	10.20	10.63	15.07	11.24	11.53	11.27	11.89
5	5.62	4.35	5.36	4.87	2.52	5.25	5.21	4.49	5.06
6	2.78	1.40	2.53	1.89	3.79	2.35	2.29	1.74	2.03
7	.82	.37	1.09	.64	.21	0.83	.77	.50	.62
8	.38	.08	.43	.19	.73	0.27	.25	.14	.18
9	.00	.01	.16	.05	.01	0.07	.06	.03	.04
10	.00	.00	.05	.01	.12	0.02	.02	.01	.01
11	.00	.00	.02	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.57	5.44	9.35	0.11	2.46	2.03	8.23	2.46
APE		20.31	18.93	18.96	25.20	5.51	6.92	15.04	6.97

Schedule # 481

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	31.31	17.65	25.88	27.26	30.02	29.38	29.43	27.53	29.38

1	17.08	31.58	28.25	27.63	15.58	19.58	19.44	19.82	18.24
2	25.31	27.24	20.67	19.81	32.46	25.07	25.52	27.17	26.10
3	12.88	15.09	12.52	12.11	7.44	12.99	12.88	13.63	13.76
4	8.35	6.02	6.73	6.71	10.88	8.01	7.92	7.87	8.11
5	3.06	1.85	3.32	3.46	.91	3.12	3.02	2.68	2.93
6	1.36	.45	1.52	1.68	2.25	1.29	1.26	.97	1.08
7	.27	.09	.66	.77	.05	0.39	.38	.25	.29
8	.38	.02	.27	.34	.36	0.12	.12	.07	.08
9	.00	.00	.10	.14	.00	0.03	.03	.01	.02
10	.00	.00	.04	.06	.05	0.01	.01	.00	.00
11	.00	.00	.01	.02	.00	.00	.00	.00	.00
12	.00	.00	.00	.01	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.89	7.91	6.03	1.88	2.81	2.74	5.50	2.81
APE		34.40	27.46	29.04	29.04	5.44	5.17	10.10	5.56

Schedule # 482

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	.71	1.94	2.11	1.98	9.06	2.78	3.42	1.71	2.78
1	1.64	8.22	8.53	8.29	3.39	5.00	6.61	7.65	7.29
2	29.19	16.77	16.85	16.79	24.26	19.59	18.26	19.42	19.34
3	20.73	21.97	21.65	21.89	9.01	19.67	18.30	19.23	18.30
4	20.19	20.76	20.31	20.65	25.52	23.91	22.53	22.38	22.01
5	11.89	15.06	14.83	15.00	6.18	14.62	14.57	13.67	13.80
6	8.95	8.73	8.75	8.74	13.89	8.59	9.93	9.46	9.50

7	3.76	4.15	4.29	4.18	1.71	3.61	4.17	3.99	4.21
8	1.85	1.65	1.78	1.68	4.99	1.45	1.66	1.77	1.89
9	.71	.55	.63	.57	.23	0.52	.44	.53	.61
10	.16	.16	.19	.17	1.38	0.18	.10	.16	.20
11	.22	.04	.05	.04	.02	0.06	.01	.04	.05
12	.00	.01	.01	.01	.30	0.02	.00	.01	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.05	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.24	1.41	1.24	8.41	2.08	2.73	1.01	2.08
APE		25.32	24.47	25.10	42.13	21.93	25.65	22.60	23.18

Schedule # 483

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	7.80	4.37	5.93	4.38	12.83	8.29	9.19	1.39	8.29
1	7.47	14.47	15.87	14.48	7.20	9.53	11.31	15.46	11.69
2	31.70	23.11	22.17	23.10	28.85	26.41	23.35	28.97	25.62
3	20.40	23.70	21.41	23.68	11.67	20.68	19.10	20.45	18.06
4	14.62	17.52	15.99	17.51	22.00	17.44	18.00	17.85	17.56
5	9.49	9.95	9.79	9.95	4.92	9.35	10.13	8.78	9.58
6	4.26	4.51	5.10	4.52	8.61	4.83	5.57	4.61	5.46
7	2.51	1.68	2.32	1.68	.85	2.10	2.20	1.66	2.35
8	1.04	.52	.93	.52	2.36	0.87	.82	.60	.95
9	.44	.14	.33	.14	.07	0.33	.24	.16	.31
10	.16	.03	.11	.03	.52	0.11	.06	.04	.10
11	.11	.01	.03	.01	.00	0.03	.01	.01	.02
12	.00	.00	.01	.00	.09	0.01	.00	.00	.01

13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	3.72	2.03	3.72	5.46	0.53	1.51	6.95	0.53	
APE	26.44	23.86	26.44	34.78	13.00	21.42	18.28	18.88	

Schedule # 484

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	12.49	5.52	8.33	5.68	15.22	10.83	11.33	2.52	10.83
1	9.44	16.85	18.58	16.98	7.77	12.93	13.16	18.50	12.50
2	27.44	24.79	22.71	24.66	30.74	25.56	24.25	29.71	25.06
3	19.59	23.42	2.00	23.18	10.79	18.81	18.61	19.70	19.17
4	15.49	15.95	14.12	15.83	21.03	16.17	16.80	16.99	17.08
5	8.02	8.35	8.44	8.37	3.85	8.41	8.69	7.47	8.68
6	4.75	3.49	4.41	3.56	7.58	4.47	4.59	3.55	4.39
7	1.53	1.19	2.05	1.25	.55	1.81	1.71	1.10	1.56
8	.76	.34	.87	.37	1.95	0.71	.63	.36	.54
9	.27	.08	.33	.09	.04	0.22	.18	.08	.14
10	.11	.02	.12	.02	.40	0.07	.05	.02	.04
11	.11	.00	.04	.00	.00	0.02	.01	.00	.01
12	.00	.00	.01	.00	.06	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00

19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	7.96	4.75	7.96	3.12	1.90	1.33	11.39	1.90	
APE	19.53	19.64	19.24	33.34	9.15	12.10	18.18	10.31	

Schedule # 485

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	22.37	11.86	17.53	15.27	21.21	19.76	20.22	16.41	19.76
1	14.18	26.27	25.86	26.17	15.52	18.64	18.50	20.18	17.25
2	29.68	28.06	23.00	24.80	32.07	28.06	26.93	29.71	28.40
3	16.80	19.24	15.83	17.05	11.33	16.11	16.70	17.64	17.25
4	9.66	9.52	9.23	9.44	13.63	9.68	10.34	10.18	10.56
5	3.60	3.61	4.76	4.44	2.15	4.60	4.53	3.93	4.38
6	2.45	1.10	2.23	1.83	3.22	2.05	1.89	1.42	1.69
7	.55	.27	.96	.68	.17	0.76	.63	.40	.52
8	.44	.06	.38	.23	.60	0.25	.19	.10	.15
9	.16	.01	.14	.07	.01	0.07	.05	.02	.04
10	.00	.00	.05	.02	.09	0.02	.01	.00	.01
11	.11	.00	.02	.01	.00	.00	.00	.00	.00
12	.00	.00	.01	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00

25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	13.54	6.23	9.07	1.49	3.36	2.77	7.68	3.36	
APE	23.92	28.06	24.93	20.98	11.35	12.75	12.22	10.05	

Schedule # 486

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	29.35	17.02	23.69	26.03	27.44	28.47	28.93	26.43	28.47
1	14.24	31.11	28.67	27.68	17.85	16.21	16.30	17.55	15.28
2	32.19	27.42	21.84	20.29	31.70	29.41	28.31	30.23	30.10
3	12.71	15.51	13.25	12.51	8.89	13.88	14.15	14.56	14.24
4	5.46	6.33	6.95	6.93	10.45	7.47	7.93	7.67	7.84
5	4.20	1.98	3.28	3.54	1.15	2.95	2.90	2.51	2.79
6	1.09	.50	1.42	1.70	2.08	1.12	1.06	.81	.94
7	.65	.10	.57	.77	.06	0.35	.30	.20	.25
8	.11	.02	.21	.33	.34	0.10	.08	.05	.06
9	.00	.00	.08	.14	.00	0.02	.02	.01	.01
10	.00	.00	.03	.05	.04	0.01	.00	.00	.00
11	.00	.00	.01	.02	.00	.00	.00	.00	.00
12	.00	.00	.00	.01	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	17.45	8.01	4.84	2.70	1.25	0.59	4.13	1.25	
APE	40.71	40.14	40.82	25.21	13.52	16.39	16.73	12.82	

Schedule # 487

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
lycos.com	3.11	4.80
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	9.38	6.03	6.97	6.04	16.06	9.93	10.90	4.59	9.93
1	9.00	17.81	18.44	17.82	8.18	10.71	12.52	16.67	13.59
2	35.13	25.37	24.58	25.36	31.26	30.16	26.55	31.27	27.68
3	19.64	23.20	21.94	23.19	10.65	21.00	19.32	19.63	18.75
4	14.29	15.30	14.72	15.29	20.48	15.77	17.11	16.37	16.61
5	6.82	7.75	7.89	7.75	3.56	7.28	8.18	6.96	7.76
6	3.55	3.13	3.51	3.14	7.12	3.29	3.79	3.20	3.80
7	1.58	1.04	1.33	1.04	.48	1.22	1.19	.95	1.30
8	.22	.29	.44	.29	1.78	0.44	.34	.28	.43
9	.22	.07	.13	.07	.03	0.14	.07	.06	.11
10	.11	.01	.03	.01	.35	0.04	.01	.01	.03
11	.05	.00	.01	.00	.00	0.01	.00	.00	.01
12	.00	.00	.00	.00	.06	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.70	2.66	3.70	7.37	0.61	1.68	5.29	0.61
APE		28.03	27.05	28.02	33.01	12.15	19.48	16.67	18.94

Schedule # 488

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
go.com	4.26	6.60

netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	10.04	6.76	6.99	6.77	16.32	1.00	11.02	1.58	1.00
1	8.02	19.11	19.25	19.12	9.80	10.76	12.29	19.64	13.49
2	38.79	26.06	25.85	26.05	31.16	33.32	29.40	35.92	31.00
3	18.66	22.82	22.52	22.80	11.58	19.85	18.74	17.82	17.38
4	13.69	14.41	14.30	14.40	19.06	15.99	17.87	16.84	17.29
5	6.38	6.99	7.04	6.99	3.58	6.21	6.93	5.43	6.60
6	2.84	2.71	2.80	2.71	6.19	2.60	2.80	2.12	2.97
7	1.09	.86	.92	.86	.45	0.87	.73	.50	.91
8	.44	.23	.26	.23	1.48	0.28	.18	.13	.27
9	.05	.05	.06	.05	.03	0.08	.03	.02	.07
10	.00	.01	.01	.01	.29	0.02	.01	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.65	3.39	3.65	6.98	0.04	1.09	9.40	0.04
APE		33.23	33.03	33.21	33.40	13.94	21.30	23.43	20.98

Schedule # 489

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
cnn.com	2.59	4.31

earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	27.11	14.83	21.61	20.98	25.58	24.59	24.65	21.20	24.59
1	16.97	29.29	27.52	27.73	15.99	20.59	20.29	22.29	19.19
2	25.48	27.89	22.08	22.53	32.48	25.04	25.35	27.61	25.91
3	14.78	17.05	14.11	14.36	9.31	14.75	14.94	15.45	15.73
4	9.55	7.52	7.80	7.82	12.02	8.92	8.88	8.65	9.12
5	3.82	2.55	3.88	3.80	1.39	3.82	3.73	3.24	3.63
6	1.36	.69	1.77	1.68	2.61	1.57	1.50	1.14	1.33
7	.76	.15	.75	.69	.08	0.52	.48	.31	.38
8	.05	.03	.30	.26	.45	0.16	.14	.08	.10
9	.11	.00	.11	.09	.00	0.04	.03	.02	.02
10	.00	.00	.04	.03	.06	0.01	.01	.00	.00
11	.00	.00	.01	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.85	7.55	8.48	2.10	3.46	3.37	8.11	3.46
APE		29.78	23.53	22.69	28.62	7.35	6.82	14.25	6.54

Schedule # 490

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	23.40	14.28	18.41	18.42	24.57	23.07	23.56	18.71	23.07
1	15.22	28.78	27.97	27.96	16.23	16.70	16.98	20.81	17.61
2	33.50	27.97	24.14	24.14	32.34	30.77	29.24	32.47	29.35
3	14.24	17.45	15.45	15.45	9.83	15.77	15.80	15.40	15.60
4	7.91	7.85	8.11	8.11	12.19	8.59	9.31	8.57	9.24
5	3.82	2.71	3.66	3.67	1.54	3.27	3.42	2.80	3.43
6	1.31	.75	1.47	1.47	2.67	1.25	1.24	.94	1.24
7	.33	.17	.53	.53	.10	0.40	.34	.23	.34
8	.27	.03	.18	.18	.47	0.12	.09	.05	.09
9	.00	.01	.05	.05	.00	0.03	.02	.01	.02
10	.00	.00	.02	.02	.07	0.01	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.91	6.51	6.53	1.53	0.43	0.21	6.12	0.43
APE		31.91	31.59	31.57	19.60	9.52	12.61	13.26	12.92

Schedule # 491

Site	Avg. Aud. (%)	Cume (%)
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	47.79	36.16	45.74	46.97	44.90	46.31	46.52	46.50	46.31
1	23.24	37.46	28.32	27.26	24.91	25.35	25.44	24.62	24.55
2	17.46	18.71	14.37	13.85	21.50	16.89	16.77	17.34	17.71
3	6.66	6.00	6.66	6.61	4.33	7.06	6.91	7.30	7.35
4	3.27	1.39	2.91	3.02	3.53	2.94	2.94	2.97	2.90

5	1.04	.25	1.21	1.33	.26	1.01	.98	.92	.86
6	.38	.03	.49	.57	.49	0.32	.32	.27	.24
7	.11	.00	.19	.23	.01	0.09	.09	.07	.06
8	.05	.00	.07	.09	.06	0.02	.02	.01	.01
9	.00	.00	.02	.04	.00	.00	.00	.00	.00
10	.00	.00	.01	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		22.28	3.93	1.74	5.54	2.83	2.43	2.47	2.83
APE		36.99	17.12	16.51	17.83	6.80	6.97	5.27	5.80

Schedule # 492

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
overture.com	2.21	3.98
real.com	2.07	3.60
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	.44	1.67	1.69	1.70	8.18	2.64	3.31	1.69	2.64
1	1.04	7.36	7.39	7.43	3.17	4.80	6.39	7.04	6.74
2	27.82	15.64	15.65	15.67	22.99	18.02	16.78	17.26	17.89
3	21.88	21.33	21.30	21.26	9.10	19.24	17.87	19.34	18.21
4	18.71	20.97	20.93	20.87	25.55	23.22	21.72	22.23	21.35
5	12.66	15.84	15.81	15.78	6.75	15.38	15.24	14.60	14.53
6	8.73	9.55	9.55	9.55	14.55	9.37	10.65	10.14	10.21
7	4.75	4.73	4.74	4.76	2.03	4.32	4.99	4.64	4.94
8	2.40	1.95	1.97	1.98	5.40	1.86	2.15	2.10	2.31
9	.76	.68	.69	.70	.30	0.74	.67	.69	.82
10	.49	.20	.21	.21	1.54	0.28	.18	.22	.27

11	.27	.05	.05	.06	.02	0.10	.04	.05	.07
12	.05	.01	.01	.01	.35	0.03	.01	.01	.02
13	.00	.00	.00	.00	.00	0.01	.00	.00	.00
14	.00	.00	.00	.00	.06	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.24	1.26	1.24	7.77	2.21	2.88	1.26	2.21
APE		26.53	26.46	26.40	46.36	25.58	29.20	27.10	26.20

Schedule # 493

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	18.60	9.17	14.15	10.10	19.32	16.27	16.67	10.95	16.27
1	14.29	22.88	23.57	23.13	11.93	17.56	17.30	20.44	16.19
2	27.00	27.50	23.13	26.56	32.38	26.61	25.90	29.70	26.60
3	17.89	21.23	17.28	20.34	11.05	17.49	17.82	18.80	18.86
4	12.11	11.82	10.81	11.66	16.61	11.71	12.19	12.02	12.64
5	5.07	5.05	5.93	5.32	2.64	5.83	5.90	5.12	5.80
6	3.00	1.72	2.93	2.01	4.64	2.82	2.73	2.08	2.47
7	1.20	.48	1.32	.64	.25	1.12	1.00	.65	.82
8	.60	.11	.55	.18	.98	0.42	.35	.19	.26
9	.22	.02	.22	.04	.01	0.13	.10	.05	.07
10	.00	.00	.08	.01	.17	0.04	.03	.01	.02
11	.00	.00	.03	.00	.00	0.01	.01	.00	.00
12	.00	.00	.01	.00	.02	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00

17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.58	5.47	10.55	0.88	2.86	2.37	9.40	2.86
APE		18.96	20.00	17.92	30.57	7.13	7.33	14.69	7.31

Schedule # 494

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.47	2.95	3.16	3.03	11.31	3.59	4.21	2.08	3.59
1	2.18	11.09	11.38	11.20	4.63	6.01	7.73	9.82	9.42
2	35.08	20.06	20.03	20.05	27.16	24.44	22.65	23.50	23.86
3	21.66	23.31	22.93	23.16	9.69	20.79	19.46	20.35	18.64
4	19.86	19.52	19.16	19.38	24.47	24.62	23.54	23.02	21.75
5	10.20	12.56	12.45	12.52	5.23	12.00	12.23	10.90	11.31
6	5.95	6.45	6.54	6.49	11.47	5.77	7.26	7.11	7.50
7	2.29	2.72	2.85	2.77	1.14	1.94	2.21	2.20	2.62
8	.71	.96	1.05	.99	3.65	0.60	.62	.80	.99
9	.33	.28	.33	.30	.12	0.17	.09	.17	.25
10	.16	.07	.09	.08	.91	0.05	.00	.04	.07
11	.11	.02	.02	.02	.01	0.01	.00	.01	.01
12	.00	.00	.00	.00	.18	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.03	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00

23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.50	1.72	1.50	9.99	2.15	2.78	0.62	2.15
APE		30.13	30.57	30.30	43.44	23.25	28.30	26.50	27.31

Schedule # 495

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	.87	1.95	2.12	2.00	8.27	3.04	3.70	1.90	3.04
1	2.07	8.25	8.57	8.34	3.97	5.08	6.85	7.84	7.62
2	28.81	16.81	16.89	16.83	23.43	19.49	18.00	18.91	19.20
3	20.84	21.99	21.67	21.90	10.51	19.77	18.35	19.44	18.09
4	20.35	20.75	20.30	20.62	24.94	23.44	22.00	22.10	21.52
5	11.46	15.04	14.80	14.97	7.18	14.72	14.63	13.89	13.70
6	8.24	8.70	8.72	8.71	13.26	8.39	9.85	9.42	9.60
7	4.26	4.13	4.27	4.17	1.99	3.69	4.29	4.06	4.36
8	1.85	1.64	1.77	1.67	4.59	1.51	1.71	1.74	1.94
9	.55	.55	.63	.57	.27	0.58	.48	.52	.66
10	.44	.16	.19	.17	1.24	0.21	.12	.15	.21
11	.22	.04	.05	.04	.02	0.07	.02	.03	.05
12	.05	.01	.01	.01	.27	0.02	.00	.01	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.05	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00

AER	1.09	1.26	1.09	7.46	2.19	2.85	1.04	2.19
APE	24.83	23.96	24.55	38.40	21.44	25.54	23.49	23.63

Schedule # 496

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
google.com	9.90	15.17
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	6.55	4.87	5.11	4.87	13.46	7.14	7.89	3.49	7.14
1	6.06	15.53	15.76	15.54	7.85	9.43	11.02	13.61	12.19
2	35.52	23.91	23.74	23.90	29.46	28.83	26.15	30.01	27.10
3	21.88	23.62	23.24	23.61	11.87	21.55	20.07	20.41	19.41
4	16.37	16.83	16.60	16.82	21.36	18.83	19.43	18.63	18.62
5	7.36	9.21	9.22	9.21	4.64	8.60	9.28	8.23	8.89
6	4.04	4.02	4.14	4.03	7.94	3.72	4.37	3.96	4.46
7	1.20	1.44	1.54	1.44	.74	1.29	1.33	1.20	1.51
8	.55	.43	.48	.43	2.09	0.43	.37	.37	.51
9	.38	.11	.13	.11	.06	0.13	.07	.08	.13
10	.11	.02	.03	.02	.44	0.04	.01	.02	.03
11	.00	.00	.01	.00	.00	0.01	.00	.00	.01
12	.00	.00	.00	.00	.08	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.80	1.54	1.80	7.39	0.63	1.43	3.27	0.63
APE		27.68	27.59	27.67	34.47	16.00	23.72	19.59	23.45

Schedule # 497

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05

msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	14.57	7.17	10.19	7.19	16.18	13.10	13.69	6.81	13.10
1	10.80	19.81	21.02	19.82	10.73	13.86	14.30	18.69	13.69
2	30.28	26.40	23.79	26.38	31.24	27.87	26.03	30.23	27.36
3	18.00	22.58	19.42	22.55	12.21	18.22	18.08	18.83	18.30
4	14.08	13.93	12.72	13.92	18.42	14.93	15.88	15.93	16.05
5	7.20	6.60	7.06	6.60	3.57	7.02	7.17	6.10	6.94
6	2.89	2.50	3.43	2.50	5.65	3.27	3.33	2.52	3.17
7	1.36	.77	1.48	.78	.42	1.19	1.07	.67	1.00
8	.55	.20	.58	.20	1.28	0.39	.34	.18	.30
9	.16	.04	.21	.04	.02	0.11	.08	.04	.07
10	.11	.01	.07	.01	.24	0.03	.02	.01	.02
11	.00	.00	.02	.00	.00	0.01	.00	.00	.00
12	.00	.00	.01	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		8.66	5.13	10.28	1.88	1.72	1.03	9.08	1.72
APE		23.14	23.93	23.14	22.85	8.86	12.61	15.65	11.01

Schedule # 498

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71

cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	6.55	4.93	5.17	4.94	14.48	7.07	7.83	3.49	7.07
1	6.44	15.66	15.89	15.67	7.08	9.62	11.05	13.65	12.40
2	35.02	24.00	23.83	23.99	30.14	28.99	26.41	30.28	27.66
3	22.04	23.60	23.22	23.59	10.61	21.51	20.14	20.41	18.94
4	16.26	16.74	16.52	16.74	21.78	18.79	19.45	18.57	18.63
5	7.75	9.12	9.14	9.12	4.11	8.51	9.17	8.11	8.64
6	3.82	3.97	4.08	3.97	8.28	3.72	4.27	3.88	4.42
7	1.31	1.42	1.51	1.42	.65	1.24	1.27	1.16	1.54
8	.60	.42	.47	.42	2.23	0.40	.35	.35	.52
9	.16	.11	.13	.11	.05	0.11	.06	.08	.13
10	.00	.02	.03	.02	.48	0.03	.01	.02	.03
11	.00	.00	.01	.00	.00	0.01	.00	.00	.01
12	.05	.00	.00	.00	.08	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.73	1.48	1.73	8.49	0.56	1.37	3.27	0.56
APE		25.91	25.87	25.92	35.84	14.49	22.08	18.04	22.16

Schedule # 499

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60
ask.com	1.53	2.73

monster.com		1.42		2.40						
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD	
0	31.70	18.57	26.61	27.23	27.70	29.31	29.57	27.83	29.31	
1	17.79	32.23	28.67	28.37	20.27	20.84	20.79	21.05	19.39	
2	25.04	26.96	20.62	20.22	30.80	25.18	24.89	26.42	26.03	
3	13.91	14.48	12.24	12.06	9.11	13.26	13.40	14.15	14.37	
4	6.82	5.61	6.43	6.44	9.11	6.92	7.14	7.06	7.21	
5	3.11	1.67	3.10	3.17	1.05	2.90	2.79	2.46	2.58	
6	.87	.40	1.39	1.46	1.64	1.10	1.01	.78	.83	
7	.55	.08	.58	.63	.05	0.36	.30	.20	.22	
8	.11	.01	.23	.26	.25	0.10	.08	.05	.05	
9	.05	.00	.09	.10	.00	0.02	.02	.01	.01	
10	.05	.00	.03	.04	.03	0.01	.00	.00	.00	
11	.00	.00	.01	.01	.00	.00	.00	.00	.00	
12	.00	.00	.00	.00	.00	.00	.00	.00	.00	
13	.00	.00	.00	.00	.00	.00	.00	.00	.00	
14	.00	.00	.00	.00	.00	.00	.00	.00	.00	
15	.00	.00	.00	.00	.00	.00	.00	.00	.00	
16	.00	.00	.00	.00	.00	.00	.00	.00	.00	
17	.00	.00	.00	.00	.00	.00	.00	.00	.00	
18	.00	.00	.00	.00	.00	.00	.00	.00	.00	
19	.00	.00	.00	.00	.00	.00	.00	.00	.00	
20	.00	.00	.00	.00	.00	.00	.00	.00	.00	
21	.00	.00	.00	.00	.00	.00	.00	.00	.00	
22	.00	.00	.00	.00	.00	.00	.00	.00	.00	
23	.00	.00	.00	.00	.00	.00	.00	.00	.00	
24	.00	.00	.00	.00	.00	.00	.00	.00	.00	
25	.00	.00	.00	.00	.00	.00	.00	.00	.00	
26	.00	.00	.00	.00	.00	.00	.00	.00	.00	
27	.00	.00	.00	.00	.00	.00	.00	.00	.00	
28	.00	.00	.00	.00	.00	.00	.00	.00	.00	
AER		19.22	7.45	6.68	5.86	3.50	3.12	5.67	3.50	
APE		30.34	26.52	27.20	27.63	6.81	7.03	9.31	6.57	

Schedule # 500

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	6.38	4.05	4.65	4.05	12.21	6.77	7.54	3.00	6.77
1	6.16	13.76	14.40	13.76	6.88	8.93	10.44	12.46	10.86
2	32.13	22.54	22.22	22.54	28.34	26.32	23.77	27.50	24.80

3	20.95	23.70	22.71	23.69	11.75	21.08	19.61	20.67	19.50
4	16.97	17.97	17.26	17.97	22.39	19.03	19.56	19.37	19.41
5	8.51	10.47	10.38	10.46	5.21	9.86	10.54	9.55	10.12
6	5.02	4.87	5.14	4.87	9.00	4.94	5.59	4.97	5.47
7	2.40	1.86	2.14	1.86	.94	1.98	2.03	1.70	2.04
8	.98	.59	.77	.59	2.51	0.75	.70	.59	.75
9	.44	.16	.24	.16	.08	0.25	.18	.15	.21
10	.05	.04	.07	.04	.56	0.07	.04	.04	.06
11	.00	.01	.02	.01	.00	0.02	.01	.01	.01
12	.00	.00	.00	.00	.10	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		2.49	1.85	2.49	6.23	0.42	1.24	3.61	0.42
APE		25.93	24.46	25.91	32.45	13.97	21.47	17.20	20.10

Schedule # 501

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
real.com	2.07	3.60
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	23.95	11.74	19.45	17.86	20.84	21.68	21.83	18.11	21.68
1	16.64	26.14	25.38	25.69	15.63	19.70	19.41	20.88	17.68
2	24.71	28.05	21.55	22.66	32.06	23.90	23.78	26.28	25.00
3	15.22	19.33	14.89	15.65	11.54	15.46	15.89	17.04	16.73
4	9.98	9.61	9.03	9.23	13.66	10.11	10.37	10.49	10.76
5	5.40	3.67	4.98	4.85	2.20	5.17	5.11	4.59	5.01
6	2.35	1.12	2.55	2.33	3.20	2.49	2.34	1.82	2.12
7	1.04	.28	1.22	1.03	.17	0.99	.87	.57	.73
8	.44	.06	.55	.43	.59	0.36	.30	.16	.22

9	.11	.01	.24	.17	.01	0.11	.08	.04	.06
10	.05	.00	.10	.06	.09	0.03	.02	.01	.01
11	.11	.00	.04	.02	.00	0.01	.00	.00	.00
12	.00	.00	.01	.01	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.06	5.92	8.02	4.09	2.98	2.79	7.68	2.98
APE		28.51	18.87	17.15	27.68	6.39	7.28	13.74	6.54

Schedule # 502

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBB	DMD	CANX	CBD	MSAD	CSD
0	1.36	2.47	2.66	2.54	9.68	3.28	3.87	1.92	3.28
1	1.91	9.79	10.09	9.89	4.52	5.51	7.19	8.79	7.67
2	31.75	18.66	18.68	18.67	25.37	22.32	20.77	21.50	22.18
3	21.49	22.84	22.48	22.72	10.49	20.21	18.88	20.06	19.02
4	20.84	20.16	19.76	20.02	24.63	24.42	23.31	23.11	22.47
5	10.64	13.67	13.51	13.61	6.28	13.21	13.23	12.05	12.22
6	6.82	7.40	7.46	7.42	12.11	7.11	8.52	8.17	8.17
7	3.27	3.28	3.42	3.33	1.52	2.67	2.98	2.85	3.15
8	1.15	1.22	1.33	1.25	3.96	0.92	1.02	1.17	1.32
9	.60	.38	.44	.40	.18	0.27	.21	.28	.37
10	.16	.10	.13	.11	1.01	0.07	.03	.08	.11
11	.00	.02	.03	.03	.01	0.01	.00	.01	.02
12	.00	.00	.01	.01	.21	.00	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.03	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.13	1.32	1.13	8.43	1.95	2.54	0.57	1.95
APE		27.36	27.77	27.50	40.05	22.31	26.94	24.78	23.28

Schedule # 503

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.53	2.57	2.76	2.63	10.49	3.32	3.96	1.97	3.32
1	2.07	10.05	10.35	10.15	4.19	5.63	7.35	9.08	8.50
2	31.70	18.95	18.96	18.95	26.18	22.70	21.02	21.77	22.55
3	21.77	22.95	22.58	22.82	9.52	20.50	19.10	20.20	18.48
4	21.28	20.04	19.65	19.90	24.90	24.42	23.26	22.95	22.13
5	10.31	13.44	13.29	13.39	5.58	13.00	13.13	11.94	12.01
6	6.55	7.20	7.27	7.23	12.28	6.73	8.25	7.95	8.00
7	2.84	3.16	3.30	3.21	1.32	2.47	2.83	2.74	3.17
8	1.25	1.16	1.27	1.20	4.07	0.86	.92	1.08	1.32
9	.49	.36	.42	.38	.15	0.27	.18	.25	.38
10	.16	.10	.12	.10	1.05	0.08	.02	.07	.11
11	.05	.02	.03	.02	.01	0.02	.00	.01	.02
12	.00	.00	.01	.00	.22	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.03	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00

21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.06	1.25	1.06	9.10	1.82	2.47	0.45	1.82
APE		27.99	28.21	28.07	40.45	21.26	26.37	24.22	23.82

Schedule # 504

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	12.22	7.82	8.74	7.93	19.40	12.33	13.51	4.42	12.33
1	9.22	20.87	21.26	20.92	8.88	11.27	12.93	2.00	12.92
2	37.59	26.84	25.95	26.73	32.85	34.20	29.88	36.56	32.56
3	19.80	22.16	21.15	22.04	9.43	19.06	17.89	16.75	17.90
4	12.49	13.20	12.91	13.17	18.89	14.10	16.05	14.76	14.78
5	4.69	6.04	6.27	6.07	2.57	5.55	6.21	4.81	5.83
6	2.29	2.20	2.52	2.24	6.00	2.33	2.64	2.05	2.62
7	1.15	.66	.86	.68	.28	0.79	.69	.49	.77
8	.33	.17	.25	.17	1.40	0.26	.18	.14	.23
9	.22	.03	.07	.04	.01	0.08	.03	.03	.05
10	.00	.01	.01	.01	.26	0.02	.00	.01	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.04	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00

27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		5.01	3.96	5.01	8.18	0.13	1.47	8.89	0.13
APE		31.62	31.66	31.59	34.32	10.57	22.28	21.12	17.15

Schedule # 505

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	30.06	16.89	24.59	25.11	26.30	27.65	27.69	25.41	27.65
1	17.46	31.01	28.18	27.96	18.97	20.61	20.37	21.18	18.94
2	24.55	27.46	21.16	20.81	31.42	24.54	25.09	26.80	25.81
3	14.13	15.61	12.97	12.81	9.55	13.91	13.90	14.62	14.92
4	8.57	6.40	7.00	6.99	10.16	8.12	7.99	7.91	8.25
5	3.33	2.01	3.44	3.50	1.24	3.32	3.21	2.82	3.03
6	1.20	.51	1.57	1.63	1.95	1.28	1.23	.94	1.03
7	.49	.10	.67	.71	.06	0.41	.37	.24	.28
8	.16	.02	.27	.30	.31	0.12	.11	.06	.07
9	.00	.00	.10	.12	.00	0.03	.03	.01	.01
10	.05	.00	.04	.04	.04	0.01	.01	.00	.00
11	.00	.00	.01	.02	.00	.00	.00	.00	.00
12	.00	.00	.00	.01	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		18.83	7.82	7.11	5.38	3.45	3.39	6.65	3.45
APE		32.46	25.35	26.11	25.71	5.88	6.65	11.87	6.69

Schedule # 506

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	2.24	3.10	3.31	3.21	11.09	4.26	5.03	1.09	4.26
1	2.89	11.47	11.76	11.63	5.23	6.29	7.98	10.95	8.34
2	35.41	20.45	20.41	20.43	27.05	25.29	23.09	24.36	25.87
3	21.11	23.41	23.02	23.20	10.60	20.16	18.84	20.62	18.39
4	18.82	19.32	18.97	19.13	23.96	24.04	23.17	23.34	21.20
5	9.66	12.24	12.15	12.19	5.55	11.30	11.63	10.04	10.79
6	5.84	6.20	6.29	6.25	10.87	5.53	7.23	6.81	7.25
7	2.24	2.57	2.70	2.64	1.18	2.09	2.20	1.90	2.55
8	1.15	.89	.98	.94	3.35	0.73	.69	.69	1.00
9	.49	.26	.31	.28	.12	0.23	.13	.14	.26
10	.11	.07	.08	.07	.81	0.06	.02	.04	.07
11	.05	.01	.02	.02	.01	0.02	.00	.01	.01
12	.00	.00	.00	.00	.16	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		0.88	1.09	0.88	9.05	2.07	2.85	1.18	2.07
APE		30.87	30.42	30.64	40.96	23.07	29.04	27.34	23.94

Schedule # 507

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
weather.com	3.33	5.02

digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	20.40	10.87	15.24	11.80	19.68	17.66	17.94	12.75	17.66
1	14.78	25.11	25.20	25.21	15.14	18.63	18.45	21.72	17.45
2	27.99	27.95	23.93	26.99	31.94	27.59	27.07	30.43	28.17
3	17.35	19.98	16.96	19.25	12.03	17.49	17.80	18.39	18.22
4	11.95	10.30	9.92	10.26	14.30	10.66	11.05	10.61	11.16
5	4.15	4.08	5.02	4.35	2.46	4.86	4.86	4.11	4.80
6	2.18	1.29	2.27	1.53	3.46	2.06	1.96	1.45	1.82
7	.82	.33	.93	.45	.20	0.73	.63	.40	.54
8	.27	.07	.35	.12	.65	0.23	.19	.10	.15
9	.11	.01	.12	.03	.01	0.06	.05	.02	.03
10	.00	.00	.04	.01	.10	0.02	.01	.00	.01
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.97	6.48	10.87	0.90	3.44	3.09	9.61	3.44
APE		20.60	22.75	20.70	20.30	8.43	9.06	16.60	7.55

Schedule # 508

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
earthlink.net	2.35	3.16

overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	7.97	4.75	5.68	4.76	13.24	7.98	8.93	1.91	7.98
1	6.16	15.30	16.12	15.30	7.69	9.56	11.14	15.06	11.49
2	34.81	23.74	23.11	23.73	29.38	28.29	25.01	30.26	28.19
3	20.29	23.64	22.25	23.63	11.88	20.71	19.27	20.12	17.57
4	14.62	16.98	16.13	16.98	21.57	17.89	18.93	18.66	17.79
5	9.00	9.37	9.37	9.37	4.71	8.69	9.54	8.26	9.13
6	3.60	4.13	4.52	4.13	8.07	4.19	4.82	3.99	4.97
7	2.07	1.49	1.86	1.49	.75	1.70	1.65	1.23	1.91
8	1.09	.45	.67	.45	2.12	0.66	.54	.39	.69
9	.33	.11	.21	.12	.06	0.22	.14	.09	.20
10	.00	.03	.06	.03	.45	0.07	.03	.02	.05
11	.00	.00	.01	.00	.00	0.02	.01	.00	.01
12	.05	.00	.00	.00	.08	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.50	2.49	3.50	5.73	0.01	1.04	6.58	0.01
APE		30.79	29.65	30.78	37.15	16.91	25.12	22.43	21.88

Schedule # 509

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	9.71	6.41	7.06	6.42	15.92	10.24	11.18	4.96	10.24

1	8.95	18.51	18.91	18.51	9.21	10.64	12.58	16.67	12.54
2	35.79	25.75	25.18	25.74	31.17	31.40	27.63	32.72	30.05
3	20.24	23.01	22.16	22.99	11.45	20.62	19.15	19.15	19.14
4	13.97	14.82	14.47	14.82	19.68	15.75	17.01	16.01	15.82
5	6.49	7.33	7.46	7.34	3.65	6.92	7.65	6.42	7.20
6	3.06	2.90	3.16	2.90	6.52	2.91	3.44	2.92	3.42
7	.98	.94	1.13	.94	.47	1.04	1.01	.83	1.12
8	.60	.25	.34	.26	1.56	0.34	.27	.25	.36
9	.16	.06	.09	.06	.03	0.10	.05	.05	.09
10	.00	.01	.02	.01	.30	0.03	.01	.01	.02
11	.05	.00	.00	.00	.00	0.01	.00	.00	.00
12	.00	.00	.00	.00	.05	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.65	2.93	3.65	6.88	0.59	1.63	5.26	0.59
APE		27.43	27.26	27.42	30.67	10.27	19.92	16.39	15.36

Schedule # 510

Site	Avg. Aud. (%)	Cume (%)
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	42.77	30.78	40.05	40.58	39.33	40.52	40.84	40.28	40.52
1	23.13	37.04	29.32	28.90	25.12	26.55	26.37	26.05	25.58
2	19.26	21.49	16.33	16.07	24.23	18.67	18.62	19.41	19.60
3	8.57	8.01	8.04	7.99	5.65	8.47	8.47	8.85	8.91
4	4.15	2.15	3.66	3.70	4.52	3.77	3.76	3.73	3.73
5	1.53	.44	1.57	1.63	.40	1.38	1.33	1.21	1.20
6	.44	.07	.64	.68	.65	0.47	.45	.36	.35

7	.11	.01	.25	.27	.01	0.14	.13	.09	.09
8	.05	.00	.09	.11	.09	0.04	.03	.02	.02
9	.00	.00	.03	.04	.00	0.01	.01	.00	.00
10	.00	.00	.01	.01	.01	.00	.00	.00	.00
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		20.95	4.75	3.90	6.01	3.93	3.37	4.35	3.93
APE		35.49	18.52	18.52	20.51	8.25	8.09	7.37	7.02

Schedule # 511

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	23.79	11.51	19.07	17.39	20.67	21.39	21.53	17.55	21.39
1	16.42	25.87	25.25	25.56	15.31	19.39	19.22	20.98	17.64
2	24.22	28.03	21.64	22.83	32.14	24.10	23.90	26.51	24.97
3	15.77	19.51	15.03	15.86	11.54	15.58	15.92	17.01	16.73
4	10.20	9.79	9.15	9.38	13.91	10.26	10.50	10.59	10.90
5	5.46	3.77	5.06	4.92	2.23	5.22	5.17	4.65	5.08
6	2.29	1.16	2.59	2.35	3.30	2.52	2.41	1.88	2.19
7	1.25	.29	1.24	1.04	.17	1.01	.91	.60	.77
8	.38	.06	.56	.42	.61	0.37	.32	.18	.25
9	.05	.01	.24	.16	.01	0.11	.09	.04	.07
10	.05	.00	.10	.06	.09	0.03	.02	.01	.02
11	.11	.00	.04	.02	.00	0.01	.01	.00	.00
12	.00	.00	.01	.01	.01	.00	.00	.00	.00

13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	16.11	6.19	8.40	4.09	3.15	2.97	8.19	3.15	
APE	28.49	18.91	16.42	29.81	5.56	5.97	14.05	6.40	

Schedule # 512

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.04	2.21	2.38	2.26	9.04	3.30	4.00	.93	3.30
1	1.25	9.01	9.32	9.11	4.20	5.31	7.13	8.80	6.66
2	32.52	17.75	17.81	17.77	24.49	21.00	19.26	20.46	20.69
3	20.68	22.46	22.11	22.34	10.39	19.91	18.55	20.36	19.40
4	18.88	20.48	20.06	20.34	24.85	23.84	22.39	22.87	22.41
5	12.22	14.35	14.15	14.28	6.64	13.84	13.92	12.83	13.27
6	7.36	8.03	8.07	8.04	12.72	7.67	9.20	8.58	8.55
7	3.22	3.68	3.82	3.73	1.72	3.17	3.70	3.31	3.58
8	1.75	1.41	1.53	1.45	4.29	1.23	1.41	1.36	1.50
9	.49	.46	.53	.48	.22	0.48	.36	.37	.46
10	.27	.13	.16	.14	1.13	0.17	.08	.10	.14
11	.27	.03	.04	.03	.01	0.06	.01	.02	.03
12	.00	.01	.01	.01	.24	0.02	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.04	.00	.00	.00	.00
15	.05	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00

19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	1.18	1.35	1.18	8.08	2.28	2.99	0.11	2.28	
APE	30.30	29.60	30.03	44.41	24.45	30.08	27.10	25.63	

Schedule # 513

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	20.84	11.84	16.04	13.69	21.47	18.96	19.16	14.46	18.96
1	15.44	26.25	26.07	26.27	15.08	18.64	18.45	21.45	17.83
2	29.57	28.06	24.15	26.20	32.33	28.29	28.22	31.45	28.76
3	16.64	19.25	16.61	18.00	11.05	16.79	16.88	17.20	17.27
4	10.80	9.53	9.38	9.53	13.82	10.41	10.55	10.08	10.71
5	3.93	3.62	4.58	4.13	2.08	4.35	4.29	3.62	4.24
6	1.75	1.10	1.98	1.52	3.28	1.79	1.73	1.30	1.62
7	.71	.27	.78	.48	.16	0.56	.52	.34	.46
8	.33	.06	.28	.14	.61	0.17	.16	.09	.12
9	.00	.01	.09	.03	.01	0.04	.04	.02	.03
10	.00	.00	.03	.01	.09	0.01	.01	.00	.01
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00

25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	11.37	6.06	9.15	0.80	2.37	2.12	8.06	2.37	
APE	22.59	23.53	22.39	20.28	7.38	7.12	13.34	6.14	

Schedule # 514

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.07	6.28	7.40	6.29	15.67	10.58	11.48	5.63	10.58
1	7.91	18.27	18.96	18.28	9.14	10.77	12.56	16.33	12.67
2	34.48	25.63	24.66	25.61	31.03	30.49	26.96	31.44	29.68
3	20.35	23.08	21.64	23.05	11.54	20.60	18.95	19.21	18.22
4	13.58	14.99	14.36	14.98	19.80	15.42	16.97	16.30	15.62
5	7.20	7.47	7.66	7.48	3.74	7.15	7.88	6.74	7.58
6	3.66	2.98	3.41	2.98	6.60	3.22	3.66	3.12	3.78
7	1.04	.97	1.30	.98	.49	1.19	1.13	.90	1.30
8	.44	.27	.43	.27	1.59	0.42	.33	.27	.43
9	.11	.06	.13	.06	.03	0.13	.07	.06	.11
10	.16	.01	.03	.01	.31	0.04	.01	.01	.03
11	.00	.00	.01	.00	.00	0.01	.00	.00	.01
12	.00	.00	.00	.00	.05	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	5.39	4.13	5.39	5.17	0.55	0.46	6.12	0.55	
APE	27.82	27.08	27.81	31.60	10.96	20.27	18.92	16.46	

Schedule # 515

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	29.51	17.93	24.58	24.85	29.33	27.87	28.13	25.25	27.87
1	17.79	31.78	29.07	28.94	17.08	20.30	20.48	22.28	19.72
2	27.33	27.16	21.68	21.49	31.81	26.93	26.33	28.34	27.46
3	14.08	14.90	12.89	12.81	8.00	13.40	13.40	13.61	13.47
4	6.82	5.90	6.63	6.63	10.30	7.22	7.41	7.08	7.48
5	2.84	1.79	3.06	3.10	.98	2.79	2.78	2.38	2.72
6	1.20	.43	1.30	1.33	2.07	1.04	1.04	.80	.94
7	.27	.09	.51	.53	.05	0.32	.31	.20	.26
8	.00	.01	.19	.20	.33	0.09	.09	.05	.07
9	.16	.00	.07	.07	.00	0.02	.02	.01	.01
10	.00	.00	.02	.02	.04	0.01	.00	.00	.00
11	.00	.00	.01	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.43	6.99	6.68	0.26	2.33	1.96	6.04	2.33
APE		25.63	27.21	27.55	25.86	6.37	7.73	10.44	5.59

Schedule # 516

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
ebay.com	13.12	19.86

netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	21.00	11.13	15.79	13.03	20.61	18.45	18.70	13.90	18.45
1	14.62	25.42	25.41	25.54	14.62	18.34	18.16	20.99	17.23
2	28.64	27.99	23.73	26.09	32.26	27.72	27.44	30.75	28.38
3	16.31	19.79	16.68	18.39	11.36	16.92	17.11	17.68	17.49
4	11.29	10.09	9.73	10.01	14.38	10.73	10.97	10.61	11.17
5	5.13	3.95	4.94	4.47	2.27	4.77	4.72	4.03	4.68
6	1.85	1.23	2.25	1.69	3.52	2.06	1.99	1.50	1.84
7	.87	.32	.93	.56	.18	0.70	.64	.41	.55
8	.22	.07	.35	.16	.67	0.23	.20	.11	.16
9	.05	.01	.13	.04	.01	0.06	.05	.02	.04
10	.00	.00	.04	.01	.10	0.01	.01	.00	.01
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		12.49	6.59	10.20	0.49	3.23	2.91	8.99	3.23
APE		23.63	23.47	22.84	22.13	8.33	8.44	15.92	6.37

Schedule # 517

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02

geocities.com	2.92	5.56
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	7.64	4.63	5.99	4.64	12.91	8.36	9.31	1.65	8.36
1	8.13	15.03	16.22	15.05	7.67	9.76	11.63	15.95	11.80
2	33.06	23.54	22.66	23.53	29.12	27.05	23.77	29.27	26.64
3	18.93	23.67	21.68	23.64	12.07	21.10	19.41	20.59	18.52
4	15.38	17.16	15.90	17.14	21.65	17.22	17.87	17.55	16.75
5	8.78	9.55	9.49	9.55	4.87	8.97	9.89	8.52	9.33
6	4.15	4.25	4.79	4.25	8.16	4.45	5.21	4.30	5.22
7	2.73	1.55	2.09	1.55	.79	1.89	1.98	1.50	2.18
8	.55	.47	.80	.47	2.15	0.77	.69	.51	.85
9	.49	.12	.27	.12	.06	0.29	.19	.13	.27
10	.05	.03	.08	.03	.46	0.10	.05	.03	.08
11	.11	.01	.02	.01	.00	0.03	.01	.01	.02
12	.00	.00	.01	.00	.08	0.01	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.26	1.79	3.26	5.71	0.78	1.81	6.49	0.78
APE		27.67	26.36	27.65	32.51	14.66	20.81	19.06	15.89

Schedule # 518

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	13.37	8.30	9.29	8.43	18.45	13.16	14.18	5.67	13.16
1	9.11	21.61	21.97	21.66	10.93	11.29	13.27	20.06	14.44
2	38.03	27.11	26.15	26.98	32.24	34.70	30.15	36.25	31.86
3	18.93	21.84	20.81	21.70	11.04	19.04	17.80	16.63	16.39
4	12.22	12.69	12.43	12.65	17.61	13.33	15.59	14.39	14.93
5	4.86	5.66	5.92	5.70	2.86	5.32	5.89	4.61	5.66
6	2.40	2.02	2.34	2.06	5.18	2.13	2.36	1.83	2.52
7	.65	.59	.79	.61	.30	0.72	.59	.42	.75
8	.16	.14	.23	.15	1.14	0.22	.14	.11	.22
9	.16	.03	.06	.03	.02	0.06	.02	.02	.05
10	.00	.01	.01	.01	.20	0.01	.00	.00	.01
11	.11	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.03	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		5.85	4.71	5.85	5.86	0.24	0.94	8.89	0.24
APE		32.68	32.76	32.64	31.72	9.02	20.71	21.41	20.85

Schedule # 519

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	21.55	12.20	16.81	15.67	22.12	20.80	21.38	16.11	20.80
1	14.29	26.66	26.31	26.47	15.05	16.35	16.83	20.57	16.36
2	32.46	28.08	23.83	24.77	32.44	29.46	27.59	31.14	29.31
3	15.33	18.98	16.22	16.84	10.71	16.83	16.74	16.76	16.47
4	8.89	9.26	9.15	9.23	13.65	9.77	10.61	9.97	10.35

5	4.42	3.47	4.49	4.31	1.96	4.18	4.38	3.66	4.32
6	2.07	1.04	1.97	1.76	3.22	1.72	1.74	1.32	1.69
7	.65	.25	.79	.65	.14	0.61	.53	.35	.51
8	.27	.05	.29	.21	.60	0.20	.15	.09	.14
9	.00	.01	.10	.07	.01	0.06	.04	.02	.03
10	.05	.00	.03	.02	.09	0.01	.01	.00	.01
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.92	6.04	7.44	0.73	0.96	0.22	6.93	0.96
APE		29.87	28.37	28.43	18.70	10.50	14.31	15.51	11.01

Schedule # 520

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.20	2.27	2.45	2.33	9.00	3.36	4.06	.97	3.36
1	1.69	9.20	9.51	9.30	4.43	5.47	7.29	9.07	8.32
2	31.64	17.97	18.02	17.99	24.51	21.07	19.32	20.45	21.52
3	21.33	22.55	22.21	22.44	10.77	20.25	18.81	20.62	17.78
4	19.48	20.41	19.99	20.27	24.66	23.62	22.27	22.70	21.07
5	12.06	14.19	14.00	14.12	6.78	13.86	13.95	12.86	12.65
6	6.44	7.87	7.92	7.89	12.43	7.39	8.98	8.39	8.77
7	3.00	3.58	3.72	3.63	1.73	3.08	3.60	3.23	3.99
8	1.96	1.36	1.48	1.40	4.13	1.19	1.31	1.26	1.73
9	.76	.44	.50	.46	.21	0.46	.33	.34	.57
10	.16	.12	.15	.13	1.07	0.16	.07	.09	.17

11	.16	.03	.04	.03	.01	0.05	.01	.02	.04
12	.11	.01	.01	.01	.23	0.01	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.04	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.08	1.27	1.08	7.89	2.19	2.89	0.23	2.19
APE		29.01	28.28	28.77	42.60	23.97	30.05	27.25	26.77

Schedule # 521

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	9.17	6.03	7.07	6.06	15.06	9.98	10.99	4.37	9.98
1	9.27	17.76	18.45	17.78	9.12	10.43	12.49	16.65	12.01
2	35.08	25.27	24.41	25.24	30.56	30.30	26.39	31.49	28.93
3	19.80	23.14	21.77	23.10	11.87	20.76	19.22	19.58	19.65
4	13.80	15.32	14.68	15.31	19.95	15.95	17.06	16.32	16.11
5	7.20	7.82	7.96	7.82	4.01	7.40	8.24	7.00	7.74
6	3.38	3.20	3.60	3.21	6.78	3.24	3.87	3.22	3.71
7	1.20	1.07	1.40	1.08	.55	1.27	1.25	.98	1.29
8	.71	.30	.47	.31	1.67	0.46	.38	.30	.43
9	.27	.07	.14	.07	.04	0.15	.09	.07	.11
10	.05	.01	.04	.02	.33	0.04	.02	.02	.03
11	.05	.00	.01	.00	.00	0.01	.00	.00	.01
12	.00	.00	.00	.00	.05	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00

16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.46	2.31	3.46	6.48	0.89	2.00	5.28	0.89
APE		27.29	26.75	27.25	30.35	10.88	19.73	16.49	14.10

Schedule # 522

Site	Avg. Aud. (%)	Cume (%)
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	49.37	35.86	46.75	47.96	45.41	46.97	47.25	47.67	46.97
1	21.60	37.41	27.24	26.23	24.30	24.72	24.76	23.21	23.78
2	15.66	18.86	13.90	13.39	21.05	16.24	16.19	16.76	17.19
3	8.24	6.12	6.67	6.60	4.49	7.16	6.98	7.57	7.54
4	3.27	1.44	3.07	3.16	3.73	3.18	3.13	3.25	3.13
5	1.31	.26	1.37	1.47	.32	1.17	1.14	1.09	1.00
6	.27	.04	.59	.67	.58	0.40	.40	.34	.30
7	.27	.00	.25	.30	.01	0.12	.12	.09	.08
8	.00	.00	.10	.13	.09	0.03	.03	.02	.02
9	.00	.00	.04	.05	.00	0.01	.01	.00	.00
10	.00	.00	.01	.02	.01	.00	.00	.00	.00
11	.00	.00	.01	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00

19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		26.68	5.17	2.75	7.82	4.74	4.19	3.36	4.74
APE		48.41	19.22	18.66	27.57	10.53	11.02	7.68	10.07

Schedule # 523

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	9.11	5.37	6.60	5.39	14.36	9.43	10.32	3.42	9.43
1	8.18	16.49	17.42	16.51	8.16	10.32	11.90	15.96	12.16
2	33.22	24.49	23.57	24.47	30.09	28.47	25.42	30.61	27.14
3	19.86	23.40	21.70	23.37	11.58	20.57	19.04	19.79	19.02
4	15.00	16.17	15.24	16.16	20.88	16.51	17.58	17.06	16.77
5	7.91	8.61	8.68	8.61	4.26	8.22	8.92	7.61	8.51
6	3.76	3.67	4.16	3.68	7.53	4.03	4.54	3.78	4.46
7	1.96	1.29	1.72	1.30	.64	1.58	1.59	1.22	1.67
8	.55	.38	.62	.38	1.94	0.59	.53	.41	.61
9	.33	.10	.20	.10	.05	0.19	.13	.10	.18
10	.00	.02	.06	.02	.41	0.06	.03	.03	.05
11	.11	.00	.02	.00	.00	0.02	.01	.01	.01
12	.00	.00	.00	.00	.07	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00

22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	4.11	2.76	4.11	5.78	0.35	1.33	6.26	0.35	
APE	26.12	25.01	26.10	31.16	11.44	19.18	15.49	16.09	

Schedule # 524

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	13.37	5.93	8.79	6.06	14.24	11.31	11.81	3.44	11.31
1	10.47	17.56	19.17	17.66	9.65	13.47	13.67	18.87	12.88
2	26.79	25.15	22.95	25.04	30.05	25.62	24.23	29.16	25.39
3	17.89	23.18	19.83	22.99	12.73	19.01	18.79	19.94	19.27
4	16.37	15.46	13.76	15.37	19.72	15.52	16.45	16.65	16.49
5	8.40	7.94	8.10	7.96	4.36	8.29	8.56	7.38	8.54
6	4.04	3.27	4.18	3.33	6.61	4.26	4.25	3.23	4.10
7	1.47	1.11	1.93	1.15	.61	1.67	1.54	.97	1.43
8	.87	.31	.81	.34	1.60	0.61	.52	.28	.45
9	.33	.08	.31	.08	.04	0.18	.14	.06	.11
10	.00	.02	.11	.02	.32	0.05	.04	.01	.03
11	.00	.00	.04	.00	.00	0.01	.01	.00	.01
12	.00	.00	.01	.00	.05	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00

25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	8.59	5.29	8.59	1.00	2.38	1.80	11.46	2.38	
APE	20.03	21.04	19.98	24.77	8.24	8.97	18.82	7.19	

Schedule # 525

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	9.82	5.81	7.28	5.84	16.12	10.16	11.17	4.63	10.16
1	8.51	17.34	18.33	17.37	7.57	10.47	12.25	16.07	12.60
2	34.37	25.02	23.86	24.99	31.19	29.55	25.92	30.95	28.84
3	19.37	23.23	21.32	23.19	10.14	20.32	18.83	19.41	17.69
4	14.13	15.60	14.64	15.58	20.92	15.94	17.15	16.64	15.81
5	7.91	8.07	8.21	8.08	3.53	7.66	8.45	7.25	8.16
6	3.16	3.35	3.90	3.36	7.55	3.61	4.19	3.49	4.29
7	1.53	1.14	1.61	1.15	.50	1.46	1.43	1.10	1.63
8	.76	.33	.59	.33	1.96	0.56	.47	.36	.60
9	.22	.08	.19	.08	.03	0.19	.12	.09	.17
10	.11	.02	.06	.02	.41	0.06	.03	.02	.05
11	.11	.00	.01	.00	.00	0.02	.01	.00	.01
12	.00	.00	.00	.00	.07	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00

28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	4.45	2.82	4.45	6.99	0.38	1.50	5.76	0.38	
APE	27.74	26.90	27.76	35.28	11.84	19.95	17.39	16.44	

Schedule # 526

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	4.91	3.48	3.86	3.62	11.94	5.61	6.43	.90	5.61
1	5.56	12.37	12.84	12.55	5.57	8.25	9.76	12.08	10.51
2	30.82	21.24	21.11	21.19	27.77	24.65	22.34	26.83	25.00
3	21.71	23.48	22.81	23.22	10.49	21.28	19.74	21.24	18.30
4	16.64	18.77	18.21	18.55	23.48	20.03	19.98	19.85	18.43
5	10.75	11.56	11.43	11.51	5.18	10.82	11.56	10.37	11.15
6	5.02	5.70	5.87	5.77	10.34	5.59	6.43	5.61	6.55
7	2.40	2.32	2.53	2.40	1.05	2.32	2.52	2.08	2.81
8	1.58	.79	.93	.84	3.14	0.94	.91	.76	1.13
9	.55	.23	.30	.25	.11	0.34	.25	.21	.36
10	.05	.06	.08	.07	.76	0.12	.06	.06	.11
11	.00	.01	.02	.02	.01	0.04	.01	.01	.03
12	.00	.00	.00	.00	.15	0.01	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00

AER	1.50	1.10	1.50	7.39	0.74	1.60	4.22	0.74
APE	24.18	23.42	23.80	38.12	15.11	22.42	17.52	20.03

Schedule # 527

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.69	2.31	2.45	2.38	9.02	3.71	4.57	1.34	3.71
1	2.40	9.26	9.51	9.39	4.51	5.69	7.49	9.07	7.81
2	31.91	17.98	18.02	18.00	24.43	21.22	19.16	20.21	20.51
3	19.69	22.47	22.19	22.33	10.85	19.96	18.43	20.39	18.33
4	18.71	20.31	19.97	20.14	24.48	23.04	21.71	22.47	21.58
5	11.46	14.14	13.99	14.06	6.83	13.51	13.76	12.93	13.41
6	7.58	7.89	7.93	7.91	12.36	7.28	9.07	8.48	8.67
7	3.60	3.62	3.73	3.68	1.77	3.25	3.80	3.33	3.77
8	1.58	1.39	1.49	1.44	4.14	1.40	1.47	1.31	1.55
9	.60	.46	.51	.48	.23	0.60	.41	.36	.49
10	.49	.13	.15	.14	1.09	0.23	.10	.10	.14
11	.22	.03	.04	.04	.02	0.08	.02	.02	.03
12	.00	.01	.01	.01	.24	0.02	.00	.00	.01
13	.05	.00	.00	.00	.00	0.01	.00	.00	.00
14	.00	.00	.00	.00	.04	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	0.63	0.77	0.63	0.63	7.46	2.05	2.93	0.36	2.05
APE	29.62	29.02	29.33	29.33	40.19	22.30	27.49	27.08	25.42

Schedule # 528

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	19.97	12.22	15.45	13.84	22.60	19.65	20.43	13.97	19.65
1	13.58	26.61	26.46	26.59	14.47	15.75	16.60	21.76	16.62
2	36.01	28.00	24.92	26.36	32.58	31.92	29.08	33.47	30.36
3	14.46	18.97	16.95	17.90	10.31	16.83	16.77	16.14	16.84
4	9.60	9.30	9.26	9.32	13.88	9.73	10.68	9.65	10.41
5	4.04	3.51	4.29	3.96	1.91	3.83	4.18	3.34	3.97
6	1.47	1.06	1.74	1.42	3.35	1.53	1.63	1.24	1.54
7	.55	.26	.63	.44	.14	0.53	.47	.33	.44
8	.22	.06	.21	.12	.64	0.17	.13	.09	.13
9	.05	.01	.06	.03	.01	0.05	.03	.02	.03
10	.05	.00	.02	.01	.10	0.01	.01	.00	.01
11	.00	.00	.00	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.68	5.65	7.77	3.29	0.40	0.57	7.50	0.40
APE		34.15	34.30	33.46	22.10	11.42	17.33	17.26	15.34

Schedule # 529

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05

ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	22.75	13.69	18.10	16.41	24.39	20.79	21.27	17.39	20.79
1	16.69	28.15	27.43	27.78	15.30	19.42	19.16	21.54	18.56
2	30.33	27.97	23.92	25.34	32.50	29.57	28.83	31.54	30.21
3	14.95	17.89	15.60	16.42	9.70	15.72	16.07	16.41	15.99
4	9.17	8.27	8.41	8.43	12.81	8.83	9.22	8.79	9.21
5	3.87	2.95	3.94	3.63	1.61	3.58	3.56	3.00	3.50
6	1.69	.84	1.65	1.35	2.94	1.43	1.34	.99	1.26
7	.44	.20	.63	.45	.11	0.47	.40	.25	.36
8	.05	.04	.22	.13	.54	0.14	.11	.06	.10
9	.05	.01	.07	.04	.00	0.04	.03	.01	.02
10	.00	.00	.02	.01	.08	0.01	.01	.00	.00
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		11.73	6.02	8.30	2.12	2.54	1.92	6.94	2.54
APE		25.53	24.70	24.57	21.90	6.85	7.68	12.57	5.22

Schedule # 530

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60

netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	24.93	12.24	19.93	18.55	21.66	22.40	22.51	18.76	22.40
1	16.31	26.63	25.69	25.99	15.64	19.55	19.35	20.94	17.81
2	24.60	28.01	21.54	22.50	32.12	23.97	24.06	26.57	24.72
3	14.84	18.95	14.70	15.34	11.12	15.40	15.57	16.62	16.66
4	10.37	9.28	8.82	8.98	13.42	1.00	10.14	10.21	10.64
5	4.86	3.50	4.82	4.70	2.06	4.97	4.89	4.38	4.83
6	2.24	1.06	2.45	2.26	3.13	2.33	2.25	1.75	2.00
7	1.42	.26	1.17	1.01	.16	0.91	.84	.55	.66
8	.27	.05	.53	.42	.58	0.33	.29	.16	.20
9	.11	.01	.22	.16	.01	0.10	.08	.04	.05
10	.05	.00	.09	.06	.09	0.03	.02	.01	.01
11	.00	.00	.04	.02	.00	0.01	.01	.00	.00
12	.00	.00	.01	.01	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.90	6.66	8.54	4.36	3.37	3.22	8.22	3.37
APE		30.64	20.10	19.32	27.13	7.47	6.99	14.12	6.54

Schedule # 531

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84

weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	11.46	5.20	7.65	5.26	14.62	10.08	10.53	4.22	10.08
1	9.71	16.16	17.85	16.21	7.53	12.55	12.87	15.85	12.34
2	26.57	24.27	22.55	24.23	30.22	25.00	23.87	28.12	24.47
3	19.37	23.45	20.33	23.37	10.92	19.17	18.90	20.38	19.46
4	17.13	16.39	14.58	16.35	21.35	16.69	17.06	17.40	17.33
5	8.02	8.83	8.80	8.83	4.11	8.85	9.09	8.16	9.07
6	4.36	3.81	4.63	3.84	7.93	4.68	4.84	3.97	4.67
7	1.91	1.35	2.16	1.37	.63	1.91	1.86	1.32	1.73
8	.98	.40	.91	.41	2.10	0.74	.70	.44	.62
9	.38	.10	.35	.11	.05	0.24	.21	.11	.17
10	.11	.02	.12	.02	.45	0.07	.06	.03	.05
11	.00	.00	.04	.00	.00	0.02	.01	.01	.01
12	.00	.00	.01	.00	.08	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		7.07	4.30	7.07	3.57	1.56	1.05	8.18	1.56
APE		18.57	19.35	18.55	32.91	7.50	9.61	12.41	8.13

Schedule # 532

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
geocities.com	2.92	5.56

cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	.82	1.95	2.12	1.99	8.33	2.99	3.76	1.95	2.99
1	1.36	8.20	8.51	8.29	3.91	5.06	6.81	7.69	7.69
2	30.22	16.68	16.77	16.70	23.35	19.52	17.90	18.48	19.89
3	20.13	21.84	21.52	21.75	10.32	19.57	18.15	19.55	17.54
4	19.86	20.68	20.24	20.55	24.89	23.46	21.88	22.29	21.27
5	12.06	15.08	14.84	15.02	7.13	14.58	14.59	13.90	13.04
6	7.91	8.82	8.83	8.82	13.38	8.46	9.96	9.50	9.44
7	3.93	4.24	4.38	4.28	2.02	3.76	4.42	4.10	4.72
8	2.24	1.71	1.84	1.75	4.71	1.58	1.82	1.78	2.23
9	1.04	.59	.67	.61	.28	0.65	.54	.55	.81
10	.11	.17	.21	.18	1.30	0.25	.14	.17	.27
11	.16	.04	.06	.05	.02	0.09	.03	.04	.07
12	.05	.01	.01	.01	.29	0.03	.00	.01	.02
13	.11	.00	.00	.00	.00	0.01	.00	.00	.00
14	.00	.00	.00	.00	.05	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.14	1.31	1.14	7.57	2.19	2.96	1.14	2.19
APE		28.70	27.87	28.46	41.88	23.37	28.31	26.17	24.79

Schedule # 533

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	26.79	14.91	22.02	21.33	24.18	24.66	24.95	21.67	24.66
1	17.35	29.29	27.42	27.65	17.85	19.96	20.28	21.98	19.01
2	26.62	27.82	21.80	22.29	31.75	25.98	25.06	27.30	26.47
3	13.97	17.01	13.94	14.21	10.36	14.79	14.85	15.50	15.31
4	8.35	7.52	7.76	7.79	11.37	8.43	8.81	8.63	8.92
5	4.42	2.56	3.91	3.83	1.56	3.81	3.78	3.30	3.68
6	1.36	.70	1.82	1.73	2.36	1.58	1.54	1.18	1.38
7	1.04	.16	.79	.72	.10	0.56	.51	.33	.42
8	.00	.03	.32	.28	.40	0.17	.16	.09	.11
9	.11	.00	.13	.11	.00	0.05	.04	.02	.03
10	.00	.00	.05	.04	.06	0.01	.01	.00	.01
11	.00	.00	.02	.01	.00	.00	.00	.00	.00
12	.00	.00	.01	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.23	6.52	7.51	3.57	2.91	2.51	6.99	2.91
APE		28.07	23.43	23.28	24.10	7.79	10.14	12.72	7.24

Schedule # 534

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	30.71	17.27	25.17	25.53	26.64	27.93	28.19	25.90	27.93
1	16.75	31.23	28.21	28.06	19.21	20.36	20.43	21.21	19.18
2	25.97	27.31	20.92	20.69	31.24	25.58	25.01	26.80	26.13
3	13.20	15.37	12.75	12.64	9.45	13.59	13.71	14.42	14.39
4	7.47	6.25	6.87	6.87	9.95	7.33	7.71	7.61	7.88
5	3.93	1.96	3.39	3.43	1.21	3.22	3.16	2.78	3.02
6	1.36	.49	1.56	1.60	1.90	1.33	1.24	.95	1.07
7	.33	.10	.67	.70	.06	0.47	.39	.26	.30
8	.16	.02	.27	.29	.30	0.15	.12	.07	.08
9	.11	.00	.11	.12	.00	0.04	.03	.01	.02
10	.00	.00	.04	.04	.04	0.01	.01	.00	.00
11	.00	.00	.01	.02	.00	.00	.00	.00	.00
12	.00	.00	.00	.01	.00	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		19.40	8.00	7.62	5.87	4.01	3.64	6.94	4.01
APE		32.52	27.13	27.52	25.66	7.94	9.34	12.22	8.07

Schedule # 535

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	6.22	3.87	4.57	4.08	11.83	6.56	7.36	2.46	6.56
1	6.00	13.30	14.07	13.54	6.71	8.81	10.29	12.39	10.54

2	31.64	22.07	21.74	21.98	27.85	25.58	23.06	26.91	24.14
3	20.79	23.58	22.43	23.23	11.81	21.07	19.55	20.84	19.61
4	16.58	18.22	17.35	17.95	22.53	19.05	19.51	19.49	19.46
5	8.95	10.85	10.70	10.81	5.45	10.22	10.92	9.93	10.53
6	5.73	5.17	5.47	5.27	9.28	5.22	5.93	5.22	5.76
7	2.35	2.03	2.38	2.14	1.03	2.18	2.26	1.86	2.23
8	1.15	.67	.89	.73	2.66	0.86	.81	.66	.83
9	.55	.19	.29	.22	.10	0.30	.22	.17	.25
10	.05	.04	.09	.06	.62	0.10	.06	.05	.07
11	.00	.01	.02	.01	.01	0.03	.01	.01	.02
12	.00	.00	.01	.00	.12	0.01	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		2.51	1.76	2.51	5.98	0.36	1.22	4.01	0.36
APE		26.59	24.54	25.92	32.50	15.14	21.32	18.06	19.72

Schedule # 536

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.09	2.29	2.47	2.35	10.12	3.04	3.74	1.87	3.04
1	1.53	9.23	9.53	9.32	3.66	5.27	6.94	8.26	7.95
2	30.82	17.94	17.98	17.95	25.51	21.47	19.87	20.26	21.78
3	21.82	22.45	22.11	22.35	8.85	19.89	18.52	20.07	18.01
4	20.29	20.32	19.91	20.20	25.26	24.39	23.06	23.24	22.12

5	11.57	14.17	13.98	14.12	5.59	13.57	13.66	12.56	12.13
6	7.26	7.92	7.96	7.93	13.17	7.66	9.12	8.67	8.53
7	2.95	3.64	3.78	3.68	1.45	2.99	3.44	3.19	3.79
8	1.58	1.40	1.52	1.44	4.62	1.14	1.29	1.37	1.78
9	.76	.46	.53	.48	.19	0.39	.30	.36	.59
10	.27	.13	.16	.14	1.26	0.13	.06	.11	.20
11	.00	.03	.04	.03	.01	0.04	.00	.02	.05
12	.05	.01	.01	.01	.28	0.01	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.05	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.21	1.40	1.21	9.13	1.97	2.68	0.79	1.97
APE		26.17	26.22	26.13	44.15	22.84	28.19	25.75	24.57

Schedule # 537

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
ebay.com	13.12	19.86
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	20.68	11.78	16.41	13.71	22.30	18.87	19.31	14.60	18.87
1	15.88	26.11	25.91	26.14	13.96	18.65	18.50	21.36	17.62
2	30.06	27.98	23.75	26.05	32.64	28.60	27.74	30.93	28.56
3	15.82	19.30	16.39	17.97	10.31	16.53	16.90	17.42	17.76
4	9.49	9.63	9.39	9.61	14.30	1.00	10.43	10.03	10.64
5	4.80	3.70	4.70	4.22	1.98	4.46	4.44	3.77	4.28
6	2.29	1.14	2.10	1.58	3.55	1.93	1.83	1.37	1.62
7	.71	.29	.86	.52	.16	0.67	.60	.38	.48

8	.22	.06	.32	.15	.69	0.22	.19	.10	.13
9	.00	.01	.11	.04	.01	0.06	.05	.02	.03
10	.05	.00	.04	.01	.11	0.01	.01	.00	.01
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	11.22	5.38	8.84	2.04	2.28	1.73	7.67	2.28	
APE	23.73	22.29	22.91	25.21	7.93	10.10	13.82	9.97	

Schedule # 538

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
google.com	9.90	15.17
go.com	4.26	6.60
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.75	2.66	2.86	2.74	10.16	3.72	4.46	2.29	3.46
1	1.80	10.26	10.56	10.39	4.69	5.81	7.54	9.13	7.90
2	33.72	19.12	19.12	19.12	25.82	23.08	21.13	21.58	22.84
3	20.89	22.92	22.56	22.77	10.41	20.12	18.78	20.28	19.06
4	19.69	19.88	19.49	19.72	24.38	23.97	22.84	23.07	22.30
5	10.86	13.28	13.13	13.22	6.03	12.65	12.84	11.72	12.05
6	6.33	7.11	7.17	7.13	11.80	6.61	8.20	7.84	7.73
7	2.89	3.13	3.27	3.19	1.43	2.61	2.91	2.69	2.98
8	1.09	1.16	1.26	1.20	3.85	0.95	1.01	1.05	1.20
9	.65	.36	.42	.39	.17	0.34	.23	.26	.34
10	.11	.10	.12	.11	.99	0.10	.04	.07	.10

11	.11	.02	.03	.03	.01	0.03	.00	.01	.02
12	.05	.00	.01	.01	.21	0.01	.00	.00	.00
13	.05	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.03	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		0.93	1.13	0.93	8.56	2.01	2.76	0.55	1.74
APE		29.80	29.82	29.62	42.93	23.08	28.74	27.18	25.16

Schedule # 539

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
geocities.com	2.92	5.56
earthlink.net	2.35	3.16
overture.com	2.21	3.98
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	7.42	4.39	5.65	4.40	12.44	7.64	8.72	1.20	7.64
1	6.27	14.46	15.63	14.47	7.57	9.32	11.01	15.00	11.41
2	34.32	23.02	22.28	23.02	28.46	27.11	23.63	28.86	25.18
3	19.91	23.60	21.71	23.59	12.23	20.78	19.23	20.52	18.97
4	14.13	17.50	16.22	17.49	21.72	18.03	18.79	18.88	18.41
5	8.78	1.00	9.86	1.00	5.20	9.16	10.26	9.02	10.08
6	4.53	4.58	5.07	4.58	8.45	4.58	5.37	4.41	5.30
7	3.11	1.72	2.25	1.73	.91	2.04	2.02	1.47	2.02
8	1.09	.54	.88	.55	2.31	0.86	.71	.48	.71
9	.33	.15	.31	.15	.08	0.32	.20	.12	.20
10	.05	.03	.10	.03	.52	0.11	.05	.03	.05
11	.00	.01	.03	.01	.00	0.03	.01	.01	.01
12	.05	.00	.01	.00	.09	0.01	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00

14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	3.27	1.91	3.27	5.42	0.24	1.40	6.72	0.24	
APE	32.43	30.37	32.39	36.85	18.25	26.73	24.25	25.09	

Schedule # 540

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	21.55	12.75	16.84	14.69	24.04	19.70	20.16	15.56	19.70
1	15.93	27.18	26.78	27.08	13.83	18.78	18.56	21.63	18.17
2	30.50	28.01	24.20	26.08	32.93	29.72	29.08	32.24	29.70
3	15.77	18.58	16.22	17.39	9.45	15.97	16.13	16.29	16.63
4	9.93	8.91	8.91	8.98	13.83	9.63	9.97	9.45	10.06
5	3.66	3.29	4.23	3.81	1.68	3.85	3.88	3.25	3.76
6	2.02	.97	1.78	1.38	3.36	1.60	1.57	1.17	1.42
7	.55	.24	.68	.43	.12	0.52	.47	.30	.40
8	.11	.05	.24	.12	.64	0.17	.14	.08	.11
9	.00	.01	.08	.03	.00	0.04	.04	.02	.02
10	.00	.00	.02	.01	.10	0.01	.01	.00	.01
11	.00	.00	.01	.00	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00

17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	11.22	6.00	8.85	3.17	2.36	1.77	7.64	2.36	
APE	24.69	25.24	24.35	24.40	6.22	6.73	12.75	6.26	

Schedule # 541

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	.49	1.61	1.77	1.64	8.09	2.45	3.10	1.56	2.45
1	.65	7.13	7.45	7.20	3.02	4.53	6.17	6.72	6.46
2	26.02	15.25	15.39	15.28	22.70	17.58	16.42	16.75	18.99
3	22.04	21.00	20.73	20.95	8.81	19.01	17.69	19.29	17.56
4	20.79	20.91	20.45	20.82	25.52	23.33	21.74	22.35	20.20
5	12.88	16.04	15.74	15.98	6.73	15.68	15.44	14.80	14.27
6	8.51	9.86	9.83	9.86	14.86	9.72	10.94	10.39	10.45
7	4.20	4.99	5.12	5.01	2.10	4.53	5.22	4.83	5.40
8	2.45	2.12	2.26	2.14	5.66	1.95	2.30	2.24	2.68
9	.87	.76	.86	.78	.33	0.77	.74	.75	1.02
10	.87	.24	.28	.25	1.66	0.29	.21	.25	.36
11	.11	.06	.08	.07	.03	0.10	.04	.06	.11
12	.05	.01	.02	.02	.39	0.03	.01	.02	.03
13	.00	.00	.00	.00	.00	0.01	.00	.00	.01
14	.05	.00	.00	.00	.07	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00

20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	1.13	1.29	1.13	7.64	1.97	2.62	1.08	1.97	
APE	25.04	25.20	24.93	43.45	23.62	27.67	25.28	23.53	

Schedule # 542

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.20	2.37	2.55	2.43	9.47	3.30	4.02	2.04	3.30
1	1.91	9.45	9.76	9.55	4.36	5.37	7.14	8.51	8.18
2	31.81	18.20	18.24	18.21	24.94	21.77	20.02	20.48	23.07
3	20.68	22.57	22.22	22.45	10.34	19.94	18.57	20.07	17.13
4	20.68	20.23	19.83	20.09	24.65	24.14	22.83	23.04	20.52
5	10.64	13.98	13.80	13.92	6.41	13.44	13.51	12.48	12.55
6	7.36	7.74	7.79	7.76	12.42	7.39	8.92	8.51	8.96
7	3.11	3.52	3.66	3.57	1.63	2.97	3.37	3.12	3.84
8	1.58	1.35	1.46	1.39	4.18	1.12	1.25	1.30	1.71
9	.82	.44	.50	.46	.20	0.39	.30	.34	.53
10	.11	.12	.15	.13	1.10	0.12	.06	.10	.16
11	.05	.03	.04	.03	.01	0.03	.01	.02	.04
12	.05	.01	.01	.01	.24	0.01	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.04	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00

23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.18	1.37	1.18	8.37	2.13	2.85	0.85	2.13
APE		28.64	28.83	28.71	39.36	21.89	27.29	25.05	23.77

Schedule # 543

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	1.25	2.48	2.67	2.54	10.39	3.10	3.73	1.84	3.10
1	1.80	9.76	10.06	9.85	3.99	5.47	7.18	8.84	8.50
2	30.61	18.56	18.58	18.56	25.90	22.05	20.50	20.97	21.69
3	22.70	22.71	22.36	22.60	9.24	20.50	19.09	20.40	18.72
4	21.49	20.10	19.70	19.98	24.98	24.47	23.22	23.04	21.79
5	10.64	13.71	13.54	13.66	5.58	13.40	13.48	12.27	12.47
6	6.44	7.49	7.55	7.51	12.61	7.07	8.52	8.17	8.47
7	3.06	3.37	3.50	3.41	1.38	2.60	3.04	2.91	3.33
8	1.20	1.27	1.38	1.30	4.30	0.90	1.01	1.16	1.38
9	.49	.41	.47	.43	.17	0.29	.21	.29	.39
10	.22	.11	.14	.12	1.14	0.09	.03	.08	.11
11	.05	.03	.04	.03	.01	0.03	.00	.01	.02
12	.00	.01	.01	.01	.24	0.01	.00	.00	.01
13	.05	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.04	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00

26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.25	1.44	1.25	9.26	1.87	2.51	0.60	1.87
APE		26.51	27.56	26.83	42.01	22.25	26.87	24.82	24.82

Schedule # 544

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
geocities.com	2.92	5.56
cnn.com	2.59	4.31
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	7.86	4.57	5.89	4.58	12.73	7.95	9.05	1.88	7.95
1	6.76	14.86	16.03	14.87	7.65	9.74	11.16	15.00	10.08
2	33.82	23.33	22.51	23.32	28.86	27.36	23.96	28.96	26.20
3	19.91	23.59	21.65	23.57	12.15	20.68	19.15	20.34	20.41
4	14.24	17.25	15.99	17.23	21.65	17.50	18.69	18.78	18.40
5	8.57	9.71	9.62	9.71	5.00	8.98	10.01	8.82	9.57
6	4.75	4.38	4.90	4.39	8.26	4.55	5.18	4.26	4.81
7	2.67	1.63	2.16	1.63	.84	1.99	1.91	1.38	1.76
8	.87	.51	.84	.51	2.21	0.82	.66	.44	.60
9	.44	.13	.29	.14	.07	0.29	.18	.11	.17
10	.05	.03	.09	.03	.48	0.09	.05	.02	.04
11	.05	.01	.03	.01	.00	0.03	.01	.00	.01
12	.00	.00	.01	.00	.08	0.01	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00

29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.57	2.14	3.57	5.29	0.10	1.29	6.49	0.10
APE		31.00	28.25	30.95	34.96	16.31	24.54	22.73	19.71

Schedule # 545

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	27.00	14.86	22.14	21.53	24.34	24.82	25.07	21.87	24.82
1	17.46	29.25	27.34	27.54	17.56	19.96	20.17	21.73	18.79
2	25.59	27.83	21.69	22.12	31.85	25.65	24.98	27.19	26.39
3	14.68	17.04	13.89	14.13	10.23	14.71	14.78	15.48	15.29
4	8.40	7.55	7.78	7.80	11.49	8.52	8.85	8.70	8.99
5	4.15	2.58	3.95	3.88	1.55	3.88	3.82	3.35	3.71
6	1.69	.70	1.85	1.77	2.41	1.63	1.58	1.21	1.41
7	.82	.16	.81	.75	.10	0.58	.52	.34	.43
8	.11	.03	.34	.30	.41	0.18	.16	.09	.12
9	.11	.00	.13	.11	.00	0.05	.04	.02	.03
10	.00	.00	.05	.04	.06	0.01	.01	.00	.01
11	.00	.00	.02	.01	.00	.00	.00	.00	.00
12	.00	.00	.01	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.63	6.66	7.56	3.64	2.99	2.64	7.03	2.99

APE	28.29	21.77	21.04	25.23	4.68	6.49	12.11	6.22
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Schedule # 546

Site	Avg. Aud. (%)	Cume (%)
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	26.02	13.36	20.47	19.44	22.94	23.32	23.41	19.52	23.32
1	16.04	27.81	26.53	26.80	16.33	19.65	19.60	21.68	18.38
2	25.42	27.99	21.91	22.65	32.13	24.87	24.91	27.48	25.57
3	14.51	18.13	14.54	14.99	10.64	15.17	15.24	15.95	16.02
4	10.47	8.50	8.40	8.48	12.62	9.58	9.62	9.48	9.95
5	4.31	3.07	4.39	4.28	1.80	4.41	4.34	3.81	4.27
6	2.07	.89	2.12	1.98	2.82	1.95	1.91	1.47	1.72
7	.87	.21	.96	.84	.12	0.71	.67	.44	.55
8	.16	.04	.41	.34	.50	0.24	.22	.13	.16
9	.11	.01	.16	.13	.00	0.07	.06	.03	.04
10	.00	.00	.06	.04	.07	0.02	.02	.01	.01
11	.00	.00	.02	.01	.00	.00	.00	.00	.00
12	.00	.00	.01	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		17.11	7.50	8.92	4.16	3.65	3.53	8.79	3.65
APE		31.40	22.59	22.17	23.74	8.42	8.34	15.92	7.18

Schedule # 547

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
real.com	2.07	3.60
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	.55	1.63	1.66	1.66	7.58	2.59	3.26	1.66	2.31
1	.71	7.19	7.26	7.26	3.41	4.61	6.29	6.80	6.74
2	27.55	15.33	15.37	15.36	22.13	17.67	16.45	16.77	18.97
3	21.11	21.05	20.99	21.00	9.90	18.99	17.66	19.27	17.71
4	18.99	20.90	20.80	20.81	25.10	23.17	21.56	22.25	20.20
5	12.98	15.99	15.92	15.93	7.51	15.59	15.35	14.78	14.18
6	9.49	9.80	9.80	9.80	14.37	9.63	10.88	10.36	10.35
7	4.47	4.94	4.97	4.97	2.34	4.54	5.22	4.82	5.37
8	2.24	2.09	2.12	2.12	5.32	1.97	2.31	2.22	2.66
9	1.09	.75	.77	.77	.36	0.79	.75	.75	1.01
10	.44	.23	.24	.24	1.52	0.30	.22	.24	.36
11	.27	.06	.07	.07	.03	0.11	.05	.06	.10
12	.05	.01	.02	.02	.36	0.03	.01	.01	.03
13	.05	.00	.00	.00	.00	0.01	.00	.00	.01
14	.00	.00	.00	.00	.07	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.09	1.12	1.09	7.07	2.05	2.72	1.12	1.77
APE		25.60	25.47	25.49	43.73	23.96	28.31	25.99	23.12

Schedule # 548

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63

microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	6.49	4.07	4.72	4.07	12.17	6.73	7.61	3.02	6.73
1	5.73	13.75	14.44	13.76	6.95	8.95	10.45	12.46	10.92
2	32.73	22.46	22.12	22.45	28.19	26.25	23.59	27.29	25.23
3	20.62	23.60	22.55	23.60	11.82	21.09	19.55	20.68	19.14
4	16.64	17.94	17.18	17.94	22.29	18.98	19.48	19.37	18.88
5	8.67	10.51	10.41	10.51	5.28	9.89	10.60	9.64	10.18
6	5.18	4.93	5.21	4.93	9.00	4.93	5.66	5.02	5.60
7	2.45	1.90	2.21	1.91	.97	2.01	2.09	1.74	2.18
8	1.04	.62	.81	.62	2.54	0.78	.72	.60	.81
9	.27	.17	.26	.17	.09	0.27	.19	.15	.24
10	.16	.04	.07	.04	.58	0.09	.05	.04	.07
11	.00	.01	.02	.01	.00	0.02	.01	.01	.02
12	.00	.00	.00	.00	.11	0.01	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		2.59	1.89	2.59	6.07	0.26	1.20	3.71	0.26
APE		27.65	25.83	27.67	33.29	15.81	22.52	18.70	20.30

Schedule # 549

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17

netscape.com	3.79	5.07
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	5.46	3.71	4.26	3.89	11.40	6.17	6.94	1.74	6.17
1	5.67	12.93	13.57	13.14	6.65	8.72	10.18	12.47	11.00
2	31.70	21.75	21.51	21.68	27.46	24.96	22.57	26.61	23.86
3	21.44	23.55	22.62	23.24	12.01	21.38	19.83	21.21	19.10
4	17.08	18.44	17.71	18.19	22.64	19.31	19.62	19.57	19.19
5	9.00	11.12	10.98	11.08	5.69	10.52	11.29	10.22	10.78
6	5.56	5.38	5.61	5.46	9.44	5.36	6.10	5.34	6.05
7	2.07	2.14	2.43	2.24	1.11	2.25	2.35	1.94	2.49
8	1.31	.71	.90	.77	2.72	0.89	.82	.67	.96
9	.49	.20	.29	.23	.11	0.31	.22	.18	.30
10	.11	.05	.08	.06	.63	0.10	.05	.04	.08
11	.05	.01	.02	.01	.01	0.03	.01	.01	.02
12	.05	.00	.00	.00	.12	0.01	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.85	1.27	1.85	6.28	0.75	1.57	3.93	0.75
APE		25.48	24.34	25.06	32.58	15.50	23.07	18.29	22.17

Schedule # 550

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
ebay.com	13.12	19.86
go.com	4.26	6.60
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
geocities.com	2.92	5.56

cnn.com	2.59	4.31
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	25.64	14.91	19.51	20.16	25.01	24.31	24.65	20.30	24.31
1	13.97	29.30	28.22	28.02	16.87	16.37	16.99	20.27	16.69
2	32.13	27.82	23.66	23.16	32.06	30.50	28.99	31.91	30.18
3	14.51	17.00	14.94	14.67	9.78	15.53	15.50	15.29	15.11
4	8.51	7.52	7.83	7.82	11.70	8.38	8.93	8.30	8.76
5	3.66	2.56	3.57	3.67	1.48	3.24	3.30	2.73	3.30
6	1.09	.70	1.46	1.56	2.50	1.18	1.20	.91	1.19
7	.33	.16	.54	.61	.09	0.36	.34	.22	.33
8	.05	.03	.19	.22	.43	0.10	.09	.05	.09
9	.11	.00	.06	.07	.00	0.02	.02	.01	.02
10	.00	.00	.02	.02	.06	0.01	.00	.00	.00
11	.00	.00	.00	.01	.00	.00	.00	.00	.00
12	.00	.00	.00	.00	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		14.43	8.24	7.48	0.85	1.79	1.33	7.18	1.79
APE		33.50	33.23	33.45	20.55	7.89	11.00	11.87	8.22

Schedule # 551

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
netscape.com	3.79	5.07
weather.com	3.33	5.02
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93

earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	.76	1.89	2.05	1.92	8.92	2.56	3.14	1.54	2.56
1	1.09	8.01	8.33	8.08	3.30	4.79	6.40	7.39	7.43
2	27.44	16.43	16.53	16.46	23.93	19.07	17.90	18.91	19.97
3	21.71	21.70	21.40	21.64	8.89	19.57	18.27	19.32	17.73
4	21.17	20.73	20.28	20.63	25.46	24.01	22.62	22.50	21.16
5	12.49	15.25	15.00	15.20	6.25	15.02	14.85	13.90	13.41
6	8.84	8.99	9.00	8.99	14.11	8.98	10.16	9.64	9.69
7	3.22	4.36	4.50	4.39	1.80	3.80	4.34	4.14	4.66
8	2.18	1.77	1.91	1.80	5.18	1.49	1.74	1.86	2.24
9	.55	.61	.70	.63	.26	0.50	.47	.57	.79
10	.44	.18	.22	.19	1.47	0.15	.10	.18	.27
11	.00	.05	.06	.05	.02	0.04	.01	.04	.07
12	.11	.01	.02	.01	.34	0.01	.00	.01	.02
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.06	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.14	1.30	1.14	8.22	1.81	2.40	0.79	1.81
APE		23.49	24.27	23.65	40.71	21.63	25.72	22.59	21.81

Schedule # 552

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
real.com	2.07	3.60

bankofamerica.com		2.05		2.95					
Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	.38	1.61	1.76	1.64	7.99	2.49	3.13	.85	2.49
1	.65	7.12	7.44	7.18	3.07	4.56	6.21	7.07	6.39
2	26.51	15.23	15.37	15.26	22.57	17.50	16.34	17.28	18.89
3	22.15	20.99	20.72	20.94	8.98	19.03	17.70	19.38	17.65
4	20.02	20.92	20.45	20.82	25.46	23.21	21.63	22.24	20.16
5	12.77	16.06	15.76	16.00	6.86	15.71	15.47	14.79	14.34
6	8.51	9.88	9.85	9.87	14.81	9.71	10.94	10.31	10.45
7	4.69	5.00	5.13	5.03	2.15	4.56	5.26	4.81	5.43
8	2.35	2.12	2.27	2.15	5.62	1.98	2.31	2.21	2.67
9	.93	.77	.86	.78	.33	0.79	.75	.75	1.02
10	.71	.24	.29	.25	1.65	0.30	.21	.24	.36
11	.27	.06	.08	.07	.03	0.10	.04	.06	.10
12	.00	.01	.02	.02	.39	0.03	.01	.01	.03
13	.00	.00	.00	.00	.00	0.01	.00	.00	.01
14	.05	.00	.00	.00	.07	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.23	1.39	1.23	7.64	2.12	2.76	0.47	2.12
APE		26.01	25.49	25.90	45.36	24.77	28.61	25.74	23.36

Schedule # 553

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
go.com	4.26	6.60
netscape.com	3.79	5.07
weather.com	3.33	5.02
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
overture.com	2.21	3.98
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
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0	1.36	2.38	2.56	2.44	9.59	3.21	3.88	1.95	3.21
1	1.69	9.47	9.78	9.57	4.29	5.35	7.07	8.46	8.12
2	31.21	18.22	18.26	18.24	25.06	21.84	20.18	20.72	23.13
3	21.44	22.58	22.23	22.46	10.16	19.94	18.60	20.02	17.27
4	20.19	20.23	19.82	20.09	24.71	24.33	23.07	23.16	20.68
5	11.46	13.96	13.78	13.90	6.29	13.42	13.47	12.37	12.48
6	7.09	7.72	7.77	7.74	12.48	7.43	8.91	8.49	8.95
7	3.27	3.51	3.65	3.56	1.59	2.92	3.29	3.07	3.78
8	1.47	1.34	1.46	1.38	4.21	1.07	1.21	1.30	1.68
9	.55	.44	.50	.46	.20	0.36	.27	.33	.51
10	.11	.12	.15	.13	1.11	0.10	.05	.10	.16
11	.16	.03	.04	.03	.01	0.03	.00	.02	.04
12	.00	.01	.01	.01	.24	0.01	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.04	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.03	1.22	1.03	8.34	1.88	2.55	0.60	1.88
APE		26.06	26.17	26.04	41.89	22.36	27.11	25.04	23.31

Schedule # 554

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
mcafee.com	3.00	3.71
earthlink.net	2.35	3.16
real.com	2.07	3.60
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	10.64	3.95	6.73	3.97	12.34	8.69	9.12	1.96	8.69
1	8.51	13.47	15.89	13.50	6.39	11.69	11.85	14.77	10.88
2	23.30	22.22	20.81	22.20	28.35	22.45	21.39	25.71	21.80

3	19.59	23.59	19.83	23.54	11.18	18.99	18.72	20.96	19.63
4	17.24	18.12	15.29	18.08	22.77	16.91	17.39	18.40	18.12
5	9.77	10.72	10.07	10.71	5.08	10.31	10.65	9.90	10.80
6	5.73	5.08	5.84	5.09	9.41	6.10	6.28	5.26	6.06
7	2.84	1.98	3.05	2.00	.94	2.88	2.82	2.01	2.56
8	1.25	.65	1.45	.66	2.70	1.28	1.19	.74	1.01
9	.98	.18	.63	.18	.09	0.48	.41	.21	.32
10	.11	.04	.26	.04	.62	0.16	.13	.06	.10
11	.05	.01	.10	.01	.00	0.05	.04	.01	.02
12	.00	.00	.03	.00	.12	0.01	.01	.00	.01
13	.00	.00	.01	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		7.49	4.38	7.49	1.90	2.18	1.70	9.71	2.18
APE		16.66	15.07	16.56	38.52	7.27	9.39	15.67	8.26

Schedule # 555

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51

Exp.	Actual	BIN	BBD	HBB	DMD	CANX	CBD	MSAD	CSD
0	5.24	3.53	4.21	3.70	11.10	5.94	6.83	1.43	5.94
1	5.62	12.48	13.30	12.69	6.39	8.37	9.98	12.19	10.42
2	31.53	21.34	21.09	21.28	27.14	24.69	22.13	26.28	23.73
3	21.11	23.49	22.34	23.19	11.92	21.18	19.60	21.15	19.26
4	16.31	18.70	17.74	18.45	22.88	19.64	19.64	19.74	19.33
5	9.71	11.47	11.25	11.42	5.83	10.72	11.53	10.47	10.86

6	5.73	5.64	5.91	5.71	9.75	5.54	6.42	5.61	6.25
7	2.56	2.28	2.64	2.38	1.18	2.39	2.57	2.09	2.65
8	1.42	.77	1.02	.84	2.86	0.99	.95	.76	1.07
9	.65	.22	.35	.25	.12	0.37	.27	.21	.35
10	.11	.06	.11	.07	.68	0.13	.07	.06	.11
11	.00	.01	.03	.02	.01	0.04	.02	.01	.03
12	.00	.00	.01	.00	.13	0.01	.00	.00	.01
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.02	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.80	1.09	1.80	6.18	0.74	1.68	4.02	0.74
APE		26.48	24.61	25.84	34.72	15.98	23.25	18.78	21.02

Schedule # 556

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
digitalcity.com	3.30	5.35
amazon.com	3.19	5.62
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	28.10	15.92	22.39	23.91	26.26	26.95	27.44	24.43	26.95
1	13.75	30.17	28.18	27.61	17.26	16.30	16.47	18.10	15.56
2	32.30	27.63	22.13	21.09	31.88	29.27	27.98	30.21	29.63
3	13.48	16.29	13.77	13.23	9.31	14.44	14.66	15.05	14.78
4	5.84	6.95	7.38	7.34	11.12	7.88	8.45	8.15	8.41
5	4.15	2.28	3.55	3.73	1.32	3.25	3.25	2.80	3.14
6	1.53	.60	1.57	1.76	2.32	1.30	1.24	.94	1.11
7	.76	.13	.64	.78	.08	0.43	.37	.24	.31
8	.11	.02	.25	.33	.39	0.13	.11	.06	.08

9	.00	.00	.09	.13	.00	0.03	.03	.01	.02
10	.00	.00	.03	.05	.05	0.01	.01	.00	.00
11	.00	.00	.01	.02	.00	.00	.00	.00	.00
12	.00	.00	.00	.01	.01	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.00	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		16.94	7.94	5.72	2.56	1.60	0.92	5.10	1.60
APE		39.68	38.19	38.83	25.06	14.05	17.32	17.86	14.30

Schedule # 557

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
netscape.com	3.79	5.07
windowsmedia.com	3.46	5.84
weather.com	3.33	5.02
amazon.com	3.19	5.62
mcafee.com	3.00	3.71
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBB	DMD	CANX	CBD	MSAD	CSD
0	9.49	6.01	7.27	6.04	16.38	10.16	11.25	4.85	10.16
1	9.06	17.72	18.54	17.74	7.80	10.59	12.32	16.15	12.77
2	35.68	25.24	24.21	25.22	31.34	30.20	26.44	31.49	29.54
3	18.39	23.15	21.51	23.10	10.19	20.28	18.86	19.29	17.49
4	14.29	15.35	14.57	15.33	20.66	15.92	17.12	16.48	15.74
5	6.82	7.84	8.00	7.85	3.45	7.38	8.20	7.00	7.96
6	3.76	3.21	3.69	3.22	7.33	3.41	3.98	3.32	4.11
7	1.47	1.08	1.47	1.09	.48	1.34	1.30	1.01	1.51
8	.76	.31	.51	.31	1.88	0.50	.41	.32	.53
9	.22	.07	.16	.08	.03	0.16	.10	.07	.15
10	.05	.02	.04	.02	.38	0.05	.02	.02	.04
11	.00	.00	.01	.00	.00	0.01	.00	.00	.01

12	.00	.00	.00	.00	.06	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		3.84	2.45	3.84	7.61	0.74	1.94	5.13	0.74
APE		30.39	28.65	30.34	32.94	13.15	19.96	17.75	15.52

Schedule # 558

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
aol.com	44.33	47.63
msn.com	38.16	45.17
microsoft.com	14.51	21.22
google.com	9.90	15.17
go.com	4.26	6.60
netscape.com	3.79	5.07
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
msnbc.com	2.37	3.93
overture.com	2.21	3.98
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBB	DMD	CANX	CBD	MSAD	CSD
0	.87	2.06	2.23	2.10	9.48	2.93	3.67	.49	2.93
1	1.25	8.53	8.85	8.62	3.44	5.12	6.75	8.41	7.27
2	29.68	17.10	17.17	17.12	24.66	20.21	18.67	19.92	20.23
3	21.71	22.05	21.73	21.96	8.82	19.60	18.22	20.19	18.30
4	20.29	20.57	20.14	20.45	25.41	23.90	22.52	23.06	21.88
5	11.84	14.79	14.56	14.72	5.92	14.20	14.24	13.13	13.21
6	7.86	8.51	8.54	8.52	13.72	8.31	9.74	9.05	9.25
7	3.16	4.03	4.17	4.07	1.63	3.50	4.03	3.57	4.11
8	2.18	1.60	1.73	1.64	4.94	1.44	1.62	1.56	1.90
9	.55	.54	.62	.56	.22	0.52	.43	.44	.63
10	.33	.16	.19	.17	1.38	0.18	.10	.14	.21
11	.11	.04	.05	.04	.02	0.06	.01	.03	.05
12	.11	.01	.01	.01	.31	0.02	.00	.01	.01
13	.05	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.06	.00	.00	.00	.00

15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.01	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		1.20	1.37	1.20	8.69	2.08	2.82	0.38	2.08
APE		26.16	25.78	25.95	43.46	23.52	28.80	25.47	25.09

Schedule # 559

Site	Avg. Aud. (%)	Cume (%)
yahoo.com	49.02	58.05
msn.com	38.16	45.17
microsoft.com	14.51	21.22
ebay.com	13.12	19.86
go.com	4.26	6.60
netscape.com	3.79	5.07
amazon.com	3.19	5.62
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
real.com	2.07	3.60
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
ask.com	1.53	2.73

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	12.60	4.71	7.77	4.78	12.70	9.98	10.45	1.05	9.98
1	8.29	15.15	17.36	15.22	8.05	12.37	12.62	17.83	11.57
2	24.88	23.55	21.63	23.50	28.86	23.68	22.51	28.07	23.14
3	19.42	23.57	19.70	23.44	12.50	18.87	18.59	20.29	19.53
4	15.28	17.06	14.56	16.98	21.33	16.42	16.98	17.63	17.62
5	10.04	9.51	9.22	9.51	5.05	9.50	9.76	8.66	9.84
6	6.06	4.25	5.16	4.29	7.97	5.37	5.49	4.31	5.23
7	1.96	1.56	2.60	1.60	.83	2.37	2.29	1.49	2.04
8	.87	.48	1.19	.50	2.10	0.98	.90	.50	.75
9	.27	.13	.51	.13	.07	0.33	.29	.13	.22
10	.22	.03	.20	.03	.45	0.10	.09	.03	.06
11	.11	.01	.07	.01	.00	0.03	.02	.01	.01
12	.00	.00	.02	.00	.08	0.01	.00	.00	.00
13	.00	.00	.01	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00

18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00
21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER		9.03	5.53	9.03	0.11	3.00	2.46	13.22	3.00
APE		20.23	18.68	20.01	30.98	10.29	12.22	23.28	10.31

Schedule # 560

Site	Avg. Aud. (%)	Cume (%)
aol.com	44.33	47.63
msn.com	38.16	45.17
ebay.com	13.12	19.86
google.com	9.90	15.17
windowsmedia.com	3.46	5.84
digitalcity.com	3.30	5.35
lycos.com	3.11	4.80
mcafee.com	3.00	3.71
geocities.com	2.92	5.56
cnn.com	2.59	4.31
msnbc.com	2.37	3.93
earthlink.net	2.35	3.16
bankofamerica.com	2.05	2.95
excite.com	1.94	2.51
monster.com	1.42	2.40

Exp.	Actual	BIN	BBD	HBBD	DMD	CANX	CBD	MSAD	CSD
0	9.93	6.03	7.24	6.06	15.34	10.24	11.19	4.72	10.24
1	8.62	17.76	18.54	17.78	8.84	10.56	12.42	16.39	13.12
2	34.48	25.27	24.28	25.24	30.73	30.01	26.38	31.40	27.83
3	20.24	23.14	21.57	23.09	11.51	20.51	19.01	19.41	18.71
4	13.53	15.32	14.58	15.30	20.09	15.83	17.06	16.40	16.22
5	7.69	7.82	7.97	7.82	3.89	7.48	8.22	7.01	7.90
6	3.00	3.20	3.66	3.21	6.89	3.38	3.92	3.27	3.95
7	1.47	1.07	1.45	1.08	.54	1.31	1.28	1.00	1.39
8	.65	.30	.50	.31	1.71	0.47	.40	.31	.47
9	.27	.07	.15	.07	.04	0.15	.09	.07	.13
10	.05	.01	.04	.02	.34	0.04	.02	.02	.03
11	.05	.00	.01	.00	.00	0.01	.00	.00	.01
12	.00	.00	.00	.00	.06	.00	.00	.00	.00
13	.00	.00	.00	.00	.00	.00	.00	.00	.00
14	.00	.00	.00	.00	.01	.00	.00	.00	.00
15	.00	.00	.00	.00	.00	.00	.00	.00	.00
16	.00	.00	.00	.00	.00	.00	.00	.00	.00
17	.00	.00	.00	.00	.00	.00	.00	.00	.00
18	.00	.00	.00	.00	.00	.00	.00	.00	.00
19	.00	.00	.00	.00	.00	.00	.00	.00	.00
20	.00	.00	.00	.00	.00	.00	.00	.00	.00

21	.00	.00	.00	.00	.00	.00	.00	.00	.00
22	.00	.00	.00	.00	.00	.00	.00	.00	.00
23	.00	.00	.00	.00	.00	.00	.00	.00	.00
24	.00	.00	.00	.00	.00	.00	.00	.00	.00
25	.00	.00	.00	.00	.00	.00	.00	.00	.00
26	.00	.00	.00	.00	.00	.00	.00	.00	.00
27	.00	.00	.00	.00	.00	.00	.00	.00	.00
28	.00	.00	.00	.00	.00	.00	.00	.00	.00
29	.00	.00	.00	.00	.00	.00	.00	.00	.00
30	.00	.00	.00	.00	.00	.00	.00	.00	.00
AER	4.33	2.99	4.33	6.01	0.34	1.40	5.78	0.34	
APE	27.10	26.40	27.06	32.84	11.19	20.88	18.42	18.86	

Appendix C

Schedule Numbers of Declining Reach (DR) Occurring in Nineteen CSD Variation Models (Maximum N = 520)

Model	Est. Reach	N. of DR	Schedule
SA_F	1.53	27 (5.2%)	140, 343, 361, 362, 387, 392, 402, 406, 414, 420, 424, 436, 455, 492, 495, 502, 506, 512, 520, 527, 532, 538, 541, 542, 547, 552, 553
SA_B	1.55	0 (.0%)	
SA_M	1.54	26 (5.0%)	343, 361, 387, 392, 402, 406, 414, 420, 436, 455, 495, 502, 503, 506, 512, 520, 527, 532, 536, 538, 541, 542, 543, 547, 552, 553
WD_F	1.53	28 (5.4%)	140, 343, 361, 362, 387, 392, 402, 406, 414, 420, 424, 436, 455, 492, 495, 502, 506, 512, 520, 527, 532, 538, 541, 542, 543, 547, 552, 553
WD_B	1.55	0 (.0%)	
WD_M	1.70	163 (31.3%)	127, 140, 170, 202, 213, 219, 223, 228, 232, 238, 253, 264, 268, 269, 277, 279, 282, 287, 288, 289, 292, 293, 301, 302, 304, 307, 324, 325, 326, 327, 333, 334, 340, 343, 344, 347, 348, 349, 351, 352, 357, 358, 361, 362, 367, 369, 371, 374, 377, 378, 379, 381, 382, 384, 385, 386, 387, 388, 392, 394, 397, 399, 400, 402, 403, 404, 405, 406, 407, 409, 411, 414, 418, 420, 424, 425, 427, 430, 431, 435, 436, 440, 444, 445, 446, 447, 450, 454, 455, 456, 458, 459, 460, 461, 462, 464, 467, 468, 472, 473, 475, 477, 478, 480, 481, 482, 483, 484, 486, 487, 488, 490, 492, 494, 495, 496, 497, 498, 500, 502, 503, 506, 508, 509, 512, 513, 514, 516, 517, 518, 519, 520, 521, 523, 524, 525, 526, 527, 532, 533, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 547, 548, 549, 551, 552, 553, 555, 556, 557, 558, 559, 560
CM_F	1.54	27 (5.2%)	140, 343, 361, 387, 392, 402, 406, 414, 420, 424, 436, 455, 492, 495, 502, 506, 512, 520, 527, 532, 536, 538, 541, 542, 547, 552, 553
CM_B	1.55	0 (.0%)	
CM_M	1.54	44 (8.5%)	343, 361, 374, 385, 387, 392, 399, 414, 420, 424, 425, 436, 440, 445, 447, 455, 478, 480, 482, 495, 496, 502, 503, 506, 508, 509, 512, 520, 521, 527, 532, 535, 536, 538, 541, 542, 543, 547, 548, 549, 552, 553, 555, 560

BD_F	1.53	26 (5.0%)	140, 343, 361, 387, 392, 402, 406, 414, 420, 424, 436, 455, 492, 495, 502, 506, 512, 520, 527, 532, 538, 541, 542, 547, 552, 553
BD_B	1.55	0 (.0%)	
BD_M	1.58	15 (2.9%)	343, 362, 392, 420, 436, 455, 495, 502, 506, 512, 520, 538, 542, 547, 553
BC_F	1.53	28 (5.4%)	140, 343, 361, 362, 387, 392, 402, 406, 414, 420, 424, 436, 455, 492, 495, 502, 506, 512, 520, 527, 532, 538, 541, 542, 543, 547, 552, 553
BC_B	1.55	0 (.0%)	
BC_M	1.55	31 (6.0%)	268, 343, 361, 372, 387, 392, 402, 406, 414, 420, 436, 440, 455, 468, 495, 502, 503, 506, 512, 520, 527, 532, 536, 538, 541, 542, 543, 547, 551, 552, 553
TD_F	1.53	28 (5.4%)	140, 343, 361, 362, 387, 392, 402, 406, 414, 420, 424, 436, 455, 492, 495, 502, 506, 512, 520, 527, 532, 538, 541, 542, 543, 547, 552, 553
TD_B	1.55	0 (.0%)	
TD_M	1.71	140 (26.9%)	170, 202, 213, 219, 223, 232, 242, 279, 282, 288, 302, 304, 324, 325, 326, 327, 331, 333, 334, 340, 343, 344, 347, 348, 349, 351, 357, 361, 362, 367, 369, 378, 379, 381, 382, 383, 384, 385, 386, 387, 388, 392, 400, 402, 403, 404, 405, 406, 407, 409, 411, 414, 418, 420, 424, 425, 427, 430, 431, 435, 436, 440, 441, 444, 445, 446, 447, 450, 453, 454, 455, 456, 458, 459, 462, 464, 466, 467, 468, 470, 472, 473, 475, 477, 478, 480, 482, 483, 484, 486, 487, 488, 490, 492, 494, 495, 496, 497, 498, 500, 502, 503, 506, 508, 509, 512, 513, 514, 516, 517, 518, 519, 520, 521, 523, 524, 525, 527, 529, 532, 533, 535, 538, 539, 540, 542, 543, 544, 545, 547, 548, 549, 551, 552, 553, 555, 556, 557, 558, 559
Random	1.55	10 (1.9%)	387, 402, 420, 436, 455, 502, 506, 512, 538, 547

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